

October 2009

BRAND

Participant Education Resources



West Virginia Department of
Health & Human Resources



BRAND

Participant Education Resources

Tools for guiding participants
in the areas of:

Food Packages

Healthy Habits

Breastfeeding

Funded by the United States Department of Agriculture
Food and Nutrition Services



West Virginia Department of Health and Human Resources

BRAND

Participant Education Resources TABLE OF CONTENTS

Introduction

Tab 1: The Food Packages

- Staff Food Package Education Overview
- Facilitator Feedback and Participant Evaluation
- Handout: Choices for Moms to Be
- Handout: Choices for Mom and Baby - Exclusive Breastfeeding
- Handout: Choices for Mom and Baby - Mostly Breastfeeding
- Handout: Choices for Mom and Baby - Partially Breastfeeding and Non Breastfeeding
- Handout: Choices for Children

Tab 2: Healthy Habits

- Staff Healthy Habits Education Overview
- Facilitator Feedback and Participant Evaluation
- Handout: Eat 5 Fruits & Vegetables Everyday
- Handout: Sometime & Anytime Foods
- Handout: Eat Together as a Family
- Handout: Sesame Street Welcome

Tab 3: Breastfeeding

- Staff Breastfeeding Education Overview
- Facilitator Feedback and Participant Evaluation
- Staff Mom and Baby Messages
- Staff Sample Participant Q & A
- Handout: You Can Do It, WIC Can Help
- Handout: Exclusive Breastfeeding
- Handout: Get to Know Your Baby
- Handout: Making Milk is Easy

BRAND

Participant Education Resources Manual

INTRODUCTION

The _____ Participant Education Resource Manual is a collection of tools for WIC educators to use as they help families develop a better understanding of the food packages. Good information will help participants make better decisions about the health and well-being of themselves and their children. Local WIC agencies will determine on an individual basis when and how to use these available tools in their clinics.

This manual was developed to help explain the 2009 changes in the West Virginia WIC Shopping Guide and food packages. However, the materials for participants are not dated, and can be used long after the new food packages are launched.

The redesign of the food packages is all about helping families develop a healthy foundation for their life. The changes are based on sound nutritional principles and economical shopping choices. In particular, the food packages do the following:

- Strongly emphasize exclusive breastfeeding.
- Emphasize the importance of eating fresh fruits and vegetables and whole grains.
- Direct families to making healthy choices about their drinks.

The new food packages are the first changes that WIC has made in 30 years. It reflects decades of learning about nutrition and how healthy choices can support family well-being for a lifetime. The new food packages will require that many WIC participants re-think eating habits that they have had since childhood. Even when change is good for you, it is often difficult to accept. WIC staff have a very important responsibility to introduce new information to WIC participants in a way that alleviates their fears and helps them feel positive about the impact of healthy food for their bodies and their life. A positive and honest approach works best. For example:

- Introduce the new WIC foods and food packages with an air of excitement and celebration.
- Be positive when you talk about the changes. Emphasize the healthy returns such as more energy for moms and better brain development for baby.
- Help families learn how to prepare new WIC foods with recipes and food tasting.
- Focus on expanded choices, not limited choices.
- Ensure families that every purchase they make with WIC vouchers is a healthy choice for themselves and their children.

This manual, along with the Sesame Street “Healthy Habits for Life” provides many resources to help with your participant education efforts for food package implementation and beyond.

TAB 1 – Food Packages

This section provides staff with helpful hints for educating participants about the food packages. It also includes a series of handouts describing each food package, that will be available for order through the warehouse. Copies of the new shopping guide booklet will also be made available to staff through orders from the warehouse and should be used with the materials in this section.

TAB 2 – Healthy Habits for Life

This section provides staff with an overview of the Sesame Street “Healthy Habits for Life” curriculum. It includes handouts emphasizing the five messages that can be copied and shared with participants. This information will help educators utilize the Sesame Street “Healthy Habits for Life” kits that will be available for every participant. Local agencies will determine when and how to introduce this section in their local clinics.

TAB 3 – Breastfeeding

Encouraging exclusive breastfeeding is a very important aspect of the new WIC program. This section gives educators important messages to help participants understand and consider exclusive breastfeeding as a healthy choice for themselves and their baby. There are also several handouts that can be ordered from the warehouse and shared with participants.

Evaluation

This manual is only the beginning of a multi-phased launch to achieve the vision of “Improving the long-term quality of life through healthy lifestyle choices in coordination with participant education and community partnerships.” Your feedback, and the feedback of participants, is important to improving our messages and our efforts. Please take time to complete the Facilitator feedback at the end of each section, and also ask participants to complete an evaluation. Completed evaluations can be sent to the state office, Attn. Denise Ferris.

Facilitator's Guide **"Branding"** **Food Packages**

WIC Food Packages: **A Fresh Start for Families**

“Branding”
WIC Food Packages:
A Fresh Start for Families

Session Guide

Facilitator’s Guide

WHO:

Pregnant, Breastfeeding, and Post Partum mothers as well as infants and children

WHY:

Overall:

The upcoming revisions to the WIC food package will give an opportunity for participants to experience new, healthy food choices. Participants need to feel comfortable with these changes so they can make informed choices.

For this individual or group session:

WIC participants have varying degrees of knowledge and experience with the new food package changes relating to their families. This session is designed to help participants become more familiar with the changes and three key child feeding messages. It will also give staff the opportunity to address participants’ questions and concerns.

WHEN:

August 2009 – February 2010

WHERE:

At individual or group nutrition education contacts.

WHAT:

- “Branding” campaign
- “Branding” key messages
- Information on the new food packages for WIC mothers and babies
- Opportunity to ask individual questions or voice concerns

OBJECTIVES:

By the end of this session and follow up activities, participants will have:

- Identified the components of the “Branding” campaign
- Examined the three key “Branding” messages
- Compared and contrasted the new WIC food packages with the old WIC food packages for mothers and children.
- Received answers to questions or concerns influencing choices and lifestyles for mothers, babies and children.

Facilitator's Preparation Checklist

Materials

Handouts:

- WIC Food Packages for Mom & Baby
- WIC Food Packages for Children
- Choices for Mom to Be
- Choices for Exclusively Breastfeeding
- Choices for Mostly Breastfeeding
- Choices for Partially & Non Breastfeeding
- Choices for Children

Evaluations:

- Participant Evaluation ½ Sheet
- Facilitator Feedback Sheet

Agency Must Provide:

- Handout/Flip Chart: Agenda
- Paper/Pencils/Pens

Agenda
**WIC Food Packages:
A Fresh Start for Families**

Total Estimated Time: 45 minutes

1. Welcome	2 minutes
2. WIC Food Packages: A Fresh Start for Families	15 minutes
3. Talking about the New WIC Foods	15 minutes
4. Answering Questions, Wrap-Up and Evaluation	10 minutes

1. Welcome

2 minutes

Notes

Purpose: To welcome participants, introduce them to the session, and have them think about change.

Directions:

- 1) Greet participants as they arrive.
- 2) "The food package is changing. New foods for moms, babies and children are coming October 2009! We want to be prepared to help you with these changes! This change is a great opportunity for us to support and strengthen your efforts to make healthy choices for you and your family."

2. WIC Food Packages: A Fresh Start for Families

15 minutes

Notes

Purpose: To provide information on the October 2009 WIC food package changes for WIC mothers, babies and children.

Directions:

- 1) "I know you have all heard about the WIC food package changes coming in October 2009. But you may not know what's really changing."
- 2) Distribute the handout: *New WIC Food Packages for Mom and Baby: Overview*.
- 3) "Please take a few minutes to look at the handout." Give participants 3-5 minutes to review the changes.
- 4) Invite participants to share the changes they noticed. "In addition to some new WIC foods like fruits and vegetables and whole grains, what changes did you notice?"

Ensure all of the following changes are noted in the discussion:

- Breastfeeding women do not routinely get formula in the first month.
 - Exclusively breastfeeding women get a lot more food.
 - Combination-fed infants get half of the amount of formula compared to fully formula-fed infants.
 - Formula amounts for infants vary based on the infant's age and nutritional needs.
 - All infants get baby fruits and vegetables.
 - Exclusively breastfed infants get more baby fruits and vegetables plus baby meats.
- 5) "Let's talk a bit more about baby foods. Beginning October 1, 2009 WIC will provide:
 - baby food fruits and vegetables to all babies ages 6-11 months---this food is smooth pureed and is an appropriate texture to start baby on.
 - baby food meats to exclusively breastfed babies from ages 6-11 months."

“Baby food fruits and vegetables that are allowable include single ingredient baby foods such as carrots and applesauce, and fruit and vegetable combinations such as apple blueberry and garden vegetables.”

“Meat with gravy will be allowed.”

“The following will not be allowed:

- baby food fruits and vegetables with added yogurt, rice, oatmeal, DHA etc.
- combination dinners such as chicken rice
- other textures of baby foods that are on the market including toddler lines
- baby food desserts

“What are some other ways families can use baby foods as their babies grow older and start to eat more table foods?” Invite participants to share.

Some possible responses:

- Mix with other foods as you are moving your baby through mashed and chopped stages
- Add small pieces of fruit or vegetables to your baby foods when your baby is ready
- Use pureed fruits, vegetable or meats in cooking, for example in soups, casseroles or baking
- Mix vegetables with rice or noodles

Materials:

- Handout: *New WIC Food Packages for Mom, Baby and Child: Overview*

Tips

- Make sure to discuss all the changes noted above.

3. Talking About the New WIC Foods

15 minutes

Notes

Purpose: To provide participants additional information about the new food packages and the opportunity to ask questions or voice concerns.

Directions:

- 1) Provide details on the changes to each of the three packages. Refer to the *New WIC Food Packages for Mom, Baby and Child*.

Exclusive breastfeeding mom and baby:

- Breastfeeding is the natural way to feed babies. The more breastmilk a baby gets, the healthier the baby and mom will be.
- To support and encourage WIC moms to exclusively breastfeed, we will be offering more food and more variety and formula will not be routinely provided in the first month (to protect and build the mom's milk supply). Should mom request formula, a maximum of 1 can powder formula will be provided.
- Exclusively breastfed babies will receive baby cereal, twice the amount of baby fruits and vegetables, and baby meats from 6-11 months.

*Refer to the questions and answers for suggestions of what you would say to the mom who asks for formula in the first month; Utilize techniques to promote the food package to moms to encourage them to exclusively breastfeed.

Mostly breastfeeding mom and baby:

- The partially breastfeeding packet is designed to support the mother's feeding choice.
- The more breastmilk a baby gets, the healthier the baby and mom will be.
- Babies who partially breastfeed will get up to half the amount of formula those fully formula-fed babies get.
- The baby will receive baby cereal, fruits and vegetables.

*Refer to the questions and answers for suggestions of what you could say to this mom.

Partially breastfeeding mom and baby who request more than half of the full formula package:

- USDA defines breastfeeding as, "the practice of feeding a mother's breastmilk to her infant(s) on the average at least once per day." Therefore, breastfeeding once a day is considered breastfeeding. Moms who breastfeed and receive more than half of the full formula package will no longer be considered partially breastfeeding. They will be considered post partum.
- These moms will receive food until 6 months postpartum. However, to support their breastfeeding efforts, they will receive breastfeeding support and nutrition education for the entire 12 months postpartum. They will still be WIC participants until 12 months postpartum.
- Any mom that is breastfeeding and requests more formula than the partial breastfeeding package provides will fall into this category.

*Refer to the questions and answers for suggestions of how to explain this to participants.

2) Non-breastfeeding mom and baby:

- The amount of formula given varies by infant age and nutritional need.
- When the baby is 6-11 months old formula amounts decrease and baby foods are provided.
- Baby cereal, fruits and vegetables are provided at 6-11 months.

*Refer to questions and answers for suggestions if mom is upset that her baby may not be getting enough formula during the 6-11 month period.

3) Children:

Materials:

- Handout: *New WIC Food Packages for Mom, Baby and Child*
- Handout: *Sample Participant Questions and Answers*

4. Questions, Wrap Up and Evaluation

5 minutes

Directions:

Wrap-Up:

- 1) "Are there any other questions?"

Evaluation:

There are 2 evaluations. Please complete both forms.

2) Participant Evaluation

Please have participants complete the *Participant Evaluation Sheet* (at the end of this guide). This will give you feedback about the session.

NOTE: The evaluation sheets are 1/2 page sheets. Your sample has 2 forms side by side.

3) Facilitator's Feedback Sheet

Facilitators: Please complete the *Facilitator's Feedback Sheet* and send it to the address listed. This will help the State evaluate the session.

Handouts and Evaluation

Mom and Baby Messages



Mom and Baby Messages

Below are typical contacts that staff will have with mom and baby, prenatally and through the first year of life. Key messages are listed for each contact as talking points to prepare participants for the upcoming food package changes. These messages may help inform breastfeeding moms that they will not routinely receive formula in the first month as well as highlight the breastfeeding support services at your agency and the increased food benefits that baby and mom will receive. They also give non-breastfeeding moms forewarning of the decrease in formula amounts provided by WIC throughout the baby's first year. Some open-ended questions and dialogue suggestions are also provided.

Certification Visit – Prenatal Points

Suggested Questions:

- What have you heard about breastfeeding?
- What are your thoughts about breastfeeding this baby?
- What were your previous breastfeeding experiences like with your last baby?
- What was the best thing about breastfeeding? What was the most challenging?

Key Messages:

- You will receive a greater variety and more food in your food package when you give breastmilk only.
- WIC will not routinely provide formula to breastfed babies in the first month. This will build and protect your milk supply and give you and your baby time to learn how to breastfeed. Should mom request formula, 1 can max may be provided in 1st month.
- WIC provides support and services when you breastfeed your baby.
- If you choose to give your baby formula, WIC will not provide all the formula your baby needs. Formula amounts vary by your infant's age and nutritional needs.
- Your baby will begin receiving baby foods and cereal from WIC at 6 months.

Next Contact

Suggested Questions:

- Have you thought any more about breastfeeding?
- Have you made a decision about breastfeeding?
- What are your breastfeeding goals?
- What questions or concerns do you have about breastfeeding?

Key Messages:

- WIC provides these benefits and support services when you breastfeed your baby.
 - More food, more variety
 - Caring staff that can help you answer your breastfeeding questions
 - Breast pump programs
 - Help when having any problem while breastfeeding*(Insert additional services your agency provides)*
- WIC will not routinely provide formula to breastfed babies in the first month. This will build and protect your milk supply and give you and your baby time to learn how to breastfeed. Should mom request formula, 1 can max may be provided in 1st month.
- If you choose to give your baby formula, WIC will not provide all the formula your baby needs. Formula amounts vary by your infant's age and nutritional needs.
- Your baby will begin receiving baby foods and cereal from WIC at 6 months.
- Babies that only receive breast milk (no formula) receive twice as much baby fruits and vegetables and also baby meats.

Post-partum Mom and Infant (Birth-2 months)

Suggested Talking Points:

- Offer congratulations and praise to breastfeeding moms and answer any questions they have.
- Refer to lactation specialist or RD if you cannot answer questions.
- If the mom has to return to work or school soon, discuss with her your agency's breast pump program. Discuss her breastfeeding goals and her feelings about pumping and storing breast milk while she is away from her baby.

Post-partum Mom and Infant (Birth-2 months) - *continued*

Key Messages:

- That's great that you are giving your baby only breastmilk. Feeding your baby only breastmilk gives your baby the right amount of nutrients to grow and be healthy. You will continue to receive the greatest variety and the amount of food in your package. You will receive breastfeeding support and services until your baby is one year old. Your baby will also receive twice as much baby fruits and vegetables, and also baby meat, in his food package when he turned 6 months.
- If you choose to give your baby formula, WIC will not provide all the formula your baby needs every month. Formula amounts vary by your infant's age and nutritional needs.
- In order to protect and build your milk supply, WIC will not routinely give you formula.

Infant 3-5 Months

Key Messages:

- All babies will receive iron fortified infant cereal and baby food fruits and vegetables at 6 months.
- If your baby only takes breastmilk (no formula), she will receive twice in the amount of baby food, fruits and vegetables, and also baby food meats, in her package.
- Because all babies are different, WIC will not provide all the formula your baby needs. You may have to buy more formula to meet your baby's needs.
- WIC will no longer provide juice for babies under 12 months to align with the American Academy of Pediatrics recommendation. Your baby does not need juice.

Infant 6 Months

Key Messages:

- All babies will receive iron fortified infant cereal and baby food fruits and vegetables at 6 months. If your baby only takes breastmilk (no formula), he will receive twice in the amount of baby food, fruits and vegetables, and also baby food meats, in his package.
- Your baby will receive pureed baby foods from WIC. This is the right texture for now. Later your baby will move on to other textures.
- WIC provides enough baby food to get your infant started off right. As your baby eats more, the foods WIC provides will not be enough.
- As your baby eats more food, he may drink less breastmilk and formula.
- The amount of infant formula you receive will decrease as your baby gets older, starting when your baby is 6 months old.
- Because all babies are different, WIC will not provide all the formula your baby needs. You may have to buy more formula to meet your baby's needs.
- WIC will no longer provide juice for babies under 12 months to align with the American Academy of Pediatrics recommendation. Your baby does not need juice; you can offer your baby water in a cup.

Infants 7-11 Months

Key Messages:

- The amount of infant formula you receive will decrease as your baby gets older, starting when your baby is 6 months old.
- Because all babies are different, WIC will not provide all the formula your baby needs. You may have to buy more formula to meet your baby's needs.
- As your baby eats more food, he will drink less breastmilk and formula.
- Your baby will receive pureed baby foods from WIC. Your baby is now ready to try other textures too. You can start introducing mashed and then chopped table foods.
- One way you can still use your pureed baby foods is by mixing them with these table foods.
- Do not give cow's milk until baby is around one year old.

NEW WIC Food Packages for Mom and Baby

Breastfeeding is best for babies and moms, and WIC's new food packages provide incentives to breastfeed. Many pregnant women on WIC will be affected by these food package changes. We need to inform and support these women. The more breastmilk a baby gets, the healthier the baby and mom will be. We can also use the breastfeeding food package as an incentive for moms to continue to exclusively breastfeed for as long as they can.

Our key infant feeding messages are:

1. Healthy habits begin at birth: Breastfeed me!
2. Hold me! Love me! Feed me!
3. Start feeding me baby foods around six months.

Overview of the New Food Packages for Mom

	Exclusively Breastfeeding	Mostly Breastfeeding	Partially and Non Breastfeeding
Milk (gallons)	5 gal + 1 quart	4 ½ gal + 1 quart	3 gal + 1 quart
Cheese (pounds)	2	1	1
Eggs (dozen)	2	1	1
Juice (12 oz concentrate)	3	3	2
Breakfast Cereal (ounces)	36	36	36
Whole Grains (pounds)	1	1	0
Dry Beans/Canned Beans/Peanut Butter	1 lb. or 4-16 oz. can OR one 18 oz Peanut Butter, Total = 2	1 lb. or 4-16 oz. can OR one 18 oz Peanut Butter, Total = 2	1 lb. or 4-16 oz. can OR one 18 oz Peanut Butter, Total = 1
Canned Fish	30 oz	0 oz	0 oz
Fruits and Vegetables (Cash Voucher)	\$10	\$8	\$8

1. Exclusively breastfeeding moms will receive more food, more variety, breastfeeding support and services and nutrition education for up to 1 year postpartum.
2. Mostly breastfeeding moms will receive breastfeeding support, nutrition education and food for up to 1 year postpartum.
3. Partially breastfeeding moms will receive a post partum food package and will receive foods until 6 months postpartum. They will receive breastfeeding support and nutrition education for the entire 12 months postpartum.
4. Moms who do not breastfeed will receive foods and nutrition education until 6 months postpartum.

Mom is:

Each Month:

Birth-1 Month

1-3 Months

4-5 Months

6-12 Months

Exclusively breastfeeding	Mom gets	Exclusively Breastfeeding Package			
	Baby gets	Mom's priceless breastmilk	Mom's priceless breastmilk	Mom's priceless breastmilk	Priceless breastmilk 3 boxes of infant cereal 64 (4 oz) jars baby fruits and vegetables 31 (2.5 oz) jars of baby food meals
Mostly breastfeeding	Mom gets	Mostly Breastfeeding Package			
	Baby gets	* Up to 1 can powder formula	Priceless Breastmilk 1 to 4 cans of formula	Priceless Breastmilk 1 to 5 cans of formula	Priceless breastmilk Upto 4 cans of formula 3 boxes of infant cereal 32 (4 oz) baby fruits and vegetables
Partially breastfeeding	Mom gets	Mostly Breastfeeding Package			
	Baby gets	* Up to 1 can powder formula	Priceless breastmilk Up to 9 cans of formula	Priceless breastmilk Up to 10 cans of formula	Priceless breastmilk Up to 7 cans of formula 3 boxes of infant cereal 32 (4 oz) jars baby fruits and vegetables
Non-Breastfeeding	Mom gets	Non-Breastfeeding Package			
	Baby gets	Up to 9 cans of formula	Up to 9 cans of formula	Up to 10 cans of formula	Up to 7 cans of formula 3 boxes of infant cereal 32 (4 oz) jars baby fruits and vegetables



Children 1-5 Years Food Packages

Foods	Children 12-23 mo	Children 12-23 mo	Children 2-5 Years	Children 2-5 Years
Milk	4 Gallons Whole Milk	3 Gallons Whole Milk + 1 Quart Whole Milk	4 Gallons Low Fat Milk	3 Gallons + 1 Quart Low Fat Milk
Cheese	N/A	1 Pound	N/A	1 Pound
Cereal	36 ounces	36 ounces	36 ounces	36 ounces
Juice	2- 64 oz	2- 64 oz	2- 64 oz	2- 64 oz
Eggs	1 Dozen	1 Dozen	1 Dozen	1 Dozen
Whole Grain Bread	2 Pounds	2 Pounds	2 Pounds	2 Pounds
Dry Beans/Canned Beans/Peanut Butter	1 # Dry Beans OR 4- 16 oz Canned Beans	1 # Dry Beans OR 4- 16 oz Canned Beans	1 # Dry Beans OR 4- 16 oz Canned Beans OR 1- 18 oz Peanut Butter	1 # Dry Beans OR 4- 16 oz Canned Beans OR 1- 18 oz Peanut Butter
Fruit and Vegetable Voucher	\$6.00	\$6.00	\$6.00	\$6.00

Sample Participant Questions & Answers



WIC used to provide formula for breastfed babies during the first month. Why don't you do this anymore?

I can understand your questions about WIC's new policies. Breastmilk is all your baby needs to be healthy and grow. Giving formula decreases your milk supply. We have options next month that will allow you to get some formula. Would talking with someone about breastfeeding help you today?

Can I have formula for when I go back to work/school this month?

I can understand that you are concerned about how your baby will be fed while you are away from her. Instead of using formula, consider pumping and storing your milk, so someone else can feed your baby breastmilk while you are away. WIC can provide you with a breast pump. How do you feel about pumping and storing your milk instead of giving formula?

What if I don't have enough breastmilk?

Many women have this same concern. It is rare for a mom not to make enough milk to feed her baby. The more often you breastfeed your baby, the more milk you will make. If your baby is gaining weight and having dirty and wet diapers he should be fine. Would you like to discuss this further?

Doesn't feeding breastmilk and formula give my baby the best of both?

That's great that you are thinking about how to give your baby what's best. Breastmilk is all your baby needs to be healthy and grow for the first six months. Introducing formula actually results in less breastmilk for baby. What other questions do you have about feeding your baby today?

My mother/sister/friend said my baby is not gaining enough weight.

If baby's weight is in normal limits...

It can be confusing getting advice from others. It looks like baby is growing well. Would you like to discuss how your baby's weight and length plotted on the growth curve today?

If baby's weight is low...

Refer to doctor and provide formula to supplement breastmilk.

Why does the amount of formula my baby receives keep changing?

I can understand why you are concerned about the amount of formula you are receiving. Babies drink different amounts of formula throughout the first year. The amount of formula that WIC provides should meet most babies feeding needs. As your baby gets older and starts eating baby foods, he will need less formula. Would you like to talk about recommended feeding amounts for your baby?

Why am I not getting food even though I am still breastfeeding my baby?
(6-11 months postpartum)

The less breastmilk you give baby, the less foods WIC provides. If you are receiving more than 4 cans of formula after 6 months postpartum, we can no longer provide you with a food package. WIC will continue to support you by providing breastfeeding services and nutrition education during this time. Do you have any questions about breastfeeding today?

What food should I feed my baby first?

Around 6 months, you can start with the baby cereal WIC provides. Mix the cereal with breastmilk or formula in a bowl making it thin at first. As your baby can eat it better, you can make it thicker. You can also introduce your baby to the baby fruits and vegetables that WIC provides. Do you have any questions about these foods?

Why didn't my baby get baby meats?

You must have heard that some babies get baby meats in their package. This is an extra bonus for moms who only give their babies breastmilk. Today your baby will receive baby cereal, and baby fruits and vegetables. Do you have any other questions about the baby foods WIC provides?

What if my baby does not have enough formula for the entire month?

You sound concerned about not having enough formula. Most babies need less formula as they eat more solids. Today you will also receive baby food, cereal and formula. Would you like to discuss, in more detail, the foods your baby is eating?

Participant Evaluation:
WIC Food Packages:
A Fresh Start for Families

What did you like about the session?

What could have made the session better?

What is one thing that you learned today that is useful for you and your family?

Participant Evaluation:
WIC Food Packages:
A Fresh Start for Families

What did you like about the session?

What could have made the session better?

What is one thing that you learned today that is useful for you and your family?



BRAND

CHOICES for Moms to Be

WIC foods support your healthy lifestyle and your baby's healthy development during pregnancy. You will enjoy milk, cereal, eggs, juice, peanut butter and beans, plus fruits, vegetables and whole grains!

Your WIC Foods

- Are low in fat and high in fiber.
- Offer variety of foods.
- Promote healthy weight gain for you and your baby.

What You Will Receive

GRAINS

- 36 ounces of iron-fortified cereal.
- 1 pound whole grain bread.

VEGETABLES and FRUITS

- Three 12 ounce cans of frozen vitamin C-rich juice.
- \$8.00 cash value voucher for fresh vegetables and fruits.

DAIRY

- 5 ½ gallons of non-fat (skim), low-fat (1%) or reduced-fat (2%) milk.
- Allowable substitutions of cheese or soymilk.

PROTEIN

- 1 dozen eggs.
- 1 pound dried beans or peas and your choice of two or four 16 ounce cans of beans or one - 18 ounce Peanut Butter.



This institution is an equal opportunity provider.

Eat WIC foods for a healthy you and a healthy growing baby!

Exclusive Breastfeeding

WIC foods support your healthy lifestyle choices and the healthy development of your breastfeeding baby. You will enjoy milk, cereal, eggs, fish, juice, peanut butter and beans, plus fruits, vegetables, cheese, and whole grains. At six months of age your baby can receive infant food, meats, fruits, vegetables, and cereal.

Your WIC Foods

- Support your breast milk supply.
- Offer a variety of foods.
- Promote steady weight loss and help you maintain a healthy weight after delivery.
- Provide your growing baby's complete nutritional needs.

What You Will Receive

FOR MOM

GRAINS

- 36 ounces iron-fortified cereal.
- 1 pound whole grain bread.

VEGETABLES and FRUITS

- Three 12 ounce cans frozen vitamin C-rich juice.
- \$10 cash value voucher for fresh vegetables and fruits.

DAIRY

- 6 gallons of non-fat (skims), low-fat (1%) or reduced fat (2%) milk.
- 1 pound of cheese
- Allowable substitutions of more cheese or soy milk.

PROTEIN

- 30 ounces canned tuna or salmon.
- 2 dozen eggs.
- Choice of two 1 pound dried beans or peas OR four 16 ounce canned beans OR one 18 ounce Peanut butter.

FOR BABY

Your breastmilk! All in the amounts to meet your baby's individual needs.

AT SIX MONTHS OF AGE:

- Iron-fortified infant cereal.
- Baby food vegetables and fruits.
- Baby food meats.



This institution is an equal opportunity provider.

**Eat WIC foods to keep you strong
while you love and take care of your growing baby!**

BRAND

CHOICES for Mom and Baby

Partially & Non Breastfeeding

The WIC foods support your healthy lifestyle and your baby's healthy development. You will enjoy milk, cereal, eggs, fish, juice, peanut butter and beans, as well as fruits and vegetables. Your formula feeding baby will receive infant formula.

At six months of age your baby can receive infant food, fruits, vegetables, and cereal.

Your WIC Foods

- Are low in fat and high in fiber.
- Offer a variety of foods.
- Help you maintain your strength to care for your baby.
- Support your growing baby's developmental needs.



What You Will Receive

FOR MOM

GRAINS

- 36 ounces iron-fortified cereal.

VEGETABLES and FRUITS

- Two 12 ounce cans frozen vitamin C-rich juice.
- \$8 cash value voucher for fresh vegetables and fruits.

DAIRY

- 4 gallons of non-fat (skims), low-fat (1%) or reduced fat (2%) milk.
- Allowable substitutions of cheese or soymilk.

PROTEIN

- 1 dozen eggs.
- Choice of 1 pound dried beans or peas OR four 16 ounce cans beans OR 18 ounces of peanut butter.

FOR BABY

- Infant formula if not exclusively breastfeeding.

AT SIX MONTHS OF AGE:

- Iron-fortified infant cereal.
- Baby food vegetables and fruits.



This institution is an equal opportunity provider.

**Eat WIC foods to keep you strong
while you love and take care of your growing baby!**

Mostly Breastfeeding

The WIC foods help support your healthy lifestyle and your breastfeeding baby's healthy development. You will enjoy milk, cereal, eggs, fish, juice, peanut butter and beans plus fruits, vegetables, cheese, and whole grains. At six months of age your baby can receive infant food, meats, fruits, vegetables, and cereal.

Your WIC Foods

- Are low in fat and high in fiber.
- Provide appropriate nutrients for your baby's growth.
- Promote steady weight loss and help you maintain a healthy weight after delivery.

What You Will Receive

FOR MOM

GRAINS

- 36 ounces iron-fortified cereal.
- 1 pound whole grain bread.

VEGETABLES and FRUITS

- Three 12 ounce cans frozen vitamin C-rich juice.
- \$8 cash value voucher for fresh vegetables and fruits.

DAIRY

- 5 1/2 gallons of non-fat (skim), low-fat (1%) or reduced fat (2%) milk.
- Allowable substitutions of more cheese or soy milk.

PROTEIN

- 1 dozen eggs.
- Choice of one 1 pound dried beans or peas OR four 16 ounce cans of beans or peas OR one 18 ounce Peanut Butter.

FOR BABY

- Your breastmilk!
- Infant Formula.

AT SIX MONTHS OF AGE:

- Iron-fortified infant cereal.
- Baby food vegetables and fruits.



This institution is an equal opportunity provider.

**Eat WIC foods to keep you strong
while you love and take care of your growing baby!**

BRAND

CHOICES for Children

WIC foods help meet your child's nutrition needs and supports their healthy development. Your child will enjoy milk, cereal, eggs, juice, peanut butter and beans, plus fruits, vegetables and whole grains!

Your Child's WIC Foods

- Are low in fat and high in fiber.
- Offer a variety of choices to help with picky eating habits.
- Help maintain a healthy weight for your child.

What You Will Receive

GRAINS

- 36 ounces iron-fortified cereal.
- 2 pounds whole grain bread.

VEGETABLES and FRUITS

- Two 64 ounce containers vitamin C-rich juice.
- \$6 cash value voucher for fresh vegetables and fruits.

DAIRY

- 4 gallons of non-fat (skim), low-fat (1%) or reduced fat (2%) milk (whole milk for 1-2 year olds only.)
- Allowable substitutions of more cheese.

PROTEIN

- 1 dozen eggs.
- Choice of one 1 pound dried beans or peas OR four 16 ounce cans of beans OR one 18 ounce Peanut Butter.

* Children 1-2 years old only receive dry beans or canned beans.



This institution is an equal opportunity provider.

Give your child more variety with WIC foods!

Facilitator's Guide **"Branding"**

Healthy Habits



Agency Number: _____

Date: _____

**Facilitator Feedback
for (circle in-service):**

Healthy Habits

- 1) How easy was this session for you to facilitate?

- 2) Briefly review the evaluation forms completed by your attendees.
Please summarize their feedback:

- 3) How useful do you think the session was for your attendees?

- 4) What observations have you made about participant reaction to the tools?

- 5) What suggestions do you have to make the session better?

Thank you for your feedback!

Please mail Facilitator Feedback forms to the State WIC office:

**West Virginia WIC Program
Attention: Denise Ferris
350 Capitol Street, Room 519
Charleston, WV 25301**

April 2009

Participant Evaluation:
Healthy Habits

What did you like about the session?

What could have made the session better?

What is one thing that you learned today that is useful for you and your family?

Participant Evaluation:
Healthy Habits

What did you like about the session?

What could have made the session better?

What is one thing that you learned today that is useful for you and your family?



Eat 5 fruits and vegetables every day. • Healthy foods are ANYTIME FOODS.

Healthy Habits for Life Sesame Street Kits Overview



Healthy Habits for Life has five key messages:

- Eat 5 fruits and vegetables every day!
- Anytime foods are so good for you, they may be eaten anytime. Eat a vegetable at every meal! These foods include fruits, vegetables, beans, whole grains, and low fat milk. These foods are all in the WIC food packages!
- Sometime foods are usually high in sugar, fat, or salt, so enjoy them sometimes.
- Eat together as a family.
- The more you move, the healthier your body is, so be active every day!

For practice, you might try saying this script out loud to help families get excited about the kit:

“WIC is giving out new food packages beginning October 1 and we want your family to have this gift to help you get ready for the change. WIC has teamed with Sesame Street to highlight some of the new foods, like fresh fruits, vegetables, and whole grains, and the Muppets may help get your kids excited about trying them. There’s a DVD which features Elmo and his new fruit and vegetable friends, a storybook for your child to follow along with the DVD, and a magazine for you with shopping tips and recipes for the new foods (you can point out each piece as you talk about it). Let’s talk a little about how you can use this kit at home with you child.”



Here are some ideas how you might help WIC families use these kits:

- Discuss one or two messages from above with parents.
- Plan small group nutrition education sessions for pre-schoolers and their parents using the storybook and some of the suggestions for getting the children involved.
- Use one of the “View and Do” segments on the DVD to reinforce your nutrition and physical activity messages during individual and group nutrition education contacts. Children will love the brief physical activity segments!
- Set up a tasting station for one of the recipes featured in the parent’s magazine in your waiting area.
- Read the storybook to promote children’s literacy activities.
- Cut apart a couple of the storybooks and magazines to create bulletin board displays for your clinic. For tips on creating bulletin boards that engage families, check out this website: www.cocokids.org
- Encourage families to watch the video, read the storybook, and to try out some of the activities.
- Point out that the magazine has shopping tips, some recipes, and ideas for healthy eating and physical activities.
- Try out some of these activities yourself and encourage parents to do the same.
- Encourage parents to make healthy choices, too, since they are role models for the children.
- Pick out one of the easy recipes and suggest that a parent try it out.
- If your clinic has a TV with DVD player in your lobby or waiting area, show the video during clinic hours.
- Familiarize yourself with the website for more activity ideas to share with families: <http://www.sesameworkshop.org/initiatives/healthy/healthyhabits>

Foods with high sugar, fat and salt are SOMETIMES FOODS. • Eat together as a family. • Be active everyday!

Foods with high sugar, fat and salt are SOMETIMES FOODS. • Eat together as a family. • Be active everyday!

Eat 5 fruits and vegetables every day. • Healthy foods are ANYTIME FOODS.

SESAME STREET "Healthy Habits for Life" "Get Healthy Now Show" DVD and Facilitator's Guide



Your Sesame Street "Healthy Habits for Life" DVD is organized by three general selections:

The "Get Healthy Now Show"
"Select a Scene"
"View and Do"

As the DVD opens, you will have a choice of either English or Spanish versions. Click on your choice. Next, you will see the Main Menu where you may make one of the three selections listed above. You may also add subtitles if needed for hearing impaired readers.

Now let's look at the "Get Healthy Now Show". If you choose to use the "Get Healthy Now Show" you can view the entire show in sequence and read along with the storybook. This entire portion of the DVD will take approximately 24 minutes to play. In it, you will find activities for each segment in which you may stop the DVD and have the children participate. You can also follow along with the Storybook, which has some suggestions for activities.

Suggested Activities

"Elmo Says Hello"

- A. *Activity on page 1:* You can say, "You can be part of Elmo's show, too! Stand up and stretch to get ready!"
- B. *Activity on page 2:* Encourage kids to choose a fruit or veggie that they want to be in the show. You might have fresh samples for them to choose from.
- C. *Activity on page 4:* Sing along to the song on page 5. Have kids point to each veggie as they're named in the song which is on page 7.
- D. *Activity on page 9:* You might build a simple "Food Wheel" like in the DVD and have kids play the game. Say, "Close your eyes and touch something on this wheel. Now - open your eyes! Which food did you choose? Is it a Sometime or an Anytime food? Why?" (Sometime foods you just eat once in a while and it's usually fat, sugary or salty. Anytime foods are good for you. You can eat it anytime. It keeps your body healthy and strong).
- E. *Activity on page 11:* Activity Wheel - this is the same as the "Food Wheel" except kids act out the exercise on the wheel. First, you might identify and model each exercise. Then stop the DVD and say, "Now it's your turn to play the game. Close your eyes and touch something on this wheel. Open your eyes. What did you choose? Let's act out that exercise!"
- F. *Activity on page 13:* "The Heartbeat Game". Stop the DVD after the Count does the Heartbeat Game on the show and have them follow the Count's invitation to feel and count their heartbeats. Show them how to put their hands on their heart and count heartbeats.

Suggested Activities (continued)

- G. Activity on page 15: "Elmo's Animal Dance". You might make a large poster with cutout pictures of the different animals pasted on it. Have the kid's join in. They can point to one of the animals then the others can do a dance like that animal's movement until another animal is pointed to OR have each child dance like the animal he/she chooses all at once.
- H. Activity page 17: Invite the kids to sing along with the Big Tomato. They can stand in place and make up their own dances to go with the song.
- I. Last page of the Storybook: When sitting still to enjoy any type of book, children may need to "shake their sillies out"! Consider inviting them to take these healthy "wiggle breaks" when you notice they are getting antsy, then go back to enjoying the story.
- "Anyone wearing purple, like an eggplant, today - stand up! Jump up and down five times, and then stop to feel your heartbeat."
 - "Do the apple-picking dance! Everyone stand up; reach high up in the air to pick the apple from the tree, and then low down to put the apples in the basket." (Model this first.)
 - "Let's do five jumping jacks. How about turning around in place five times?"



If you choose "Select a Scene" from the main menu, you may choose one of the three following scenes from the "Get Healthy Now show":

"Enjoy Healthy Foods and Drinks" - If you select this scene, it will play the entire 24 minute show.

"Move Your Body" - If you select this scene, it will play approximately 12 minutes starting in the middle of the show.

"Stay Healthy Everyday" - If you select this scene, it will play approximately 4.5 minutes at the end of the show.

If you choose "View and Do" from the main menu, you will find these three selection.

"Get Moving"

Segment 1 plays for 1 minute - children dancing

Segment 2 plays for 2 minutes - "move your body" dance

Segment 3 plays for 1 minute - Superhero cartoon

"Foods and Drinks"

Segment 4 plays for 1 minute - "I eat the color of the rainbow" song

Segment 5 plays for 3 minutes - "Cookie Monster" song

Segment 6 plays for 2 minutes - Bert & Ernie - "Breakfast is the best meal of the day"

Segment 7 plays for 1 minute - Dance - "Trade your cookie for a mango"

"Healthy Day"

Segment 8 plays for 1.5 minutes - Telly & Rosita, "I love to eat a mango" song

Segment 9 plays for 1 minute - "Riding my tricycle" song

Segment 10 plays for 2.5 minutes - "Omelet, the Prince of Dinner" song

Segment 11 plays for 1 minute - "Do the Fruit" dance

Segment 12 plays for 1 minute - "Do the Veggie" dance

You might want to fully review the DVD to familiarize yourself with the content before choosing any of the activities.

Eat 5 fruits and vegetables every day. • Healthy foods are ANYTIME FOODS.

Foods with high sugar, fat and salt are SOMETIMES FOODS. • Eat together as a family. • Be active everyday!

Foods with high sugar, fat and salt are SOMETIMES FOODS. • Eat together as a family. • Be active everyday!

Healthy Habits for Life Magazine



This publication is especially for parents, caregivers and children.

- If you look on page 1, you can choose some activities to get your child moving. You'll see them on the right hand side of the page.
- On page 2, try reading the poem and act out the words with your child.
- "Sometime" and "Anytime" foods are on page 3. You can talk with your child about what these are and try to get them to taste something different. Look at the food ideas that show "Try this" at the bottom of the page.
- See the grocery shopping tip(s) on page 4 and include them with your child when you shop and when you put your grocery items away at home.
- Try some of the simple recipes and activities with your child. Have your child help you prepare the new recipe.

On page 4 of Healthy Habits section of staff facilitator tool - "Healthy Habits for Life Magazine".



Eat 5 fruits and vegetables every day. • Healthy foods are ANYTIME FOODS.

Eat 5 Fruits and Vegetables Everyday!

BRAND

Healthy Habits for Life has five key messages:

- Eat 5 fruits and vegetables every day!
- Anytime foods are so good for you, they may be eaten anytime. Eat a vegetable at every meal! These foods include fruits, vegetables, beans, whole grains, and low fat milk. These foods are all in the new WIC food packages!
- Sometime foods are usually high in sugar, fat, or salt, so enjoy them sometimes.
- Eat together as a family.
- The more you move, the healthier your body is, so be active every day!



Children can share what they've learned about the importance of "eating your colors" as they pretend to be the Fruit-n-Veggie Five – they perform in the video.

Try this!

Have children think of anytime foods in food groups other than fruits and vegetables.



Children will:

- Think about eating colorful anytime foods
- Remember that they should eat five fruits and vegetables everyday
- Sing together
- Explore sequencing

Viewing:

Watch *The Get Healthy Now Show* on the DVD in **separate segments throughout the day**. Encourage children to sing and dance along with the video as they watch.

Materials:

Five pieces of construction paper (red, orange, yellow, green, and purple)

Doing:

1. When you've finished watching all three segments, children can take turns (five at a time) being the Fruit-n-Veggie Five. The rest of the group can be the audience at their concert.
2. Hand out construction paper (one to each of the fruit-n-veggie five) and have each child tell you what fruit or veggie they are. (red = apple, orange = carrot, green = broccoli, yellow = pineapple, and purple = eggplant)
3. Have the group stand in front of the "audience" on the rug. Then choose one child to be the Big Tomato! He can call the band up "on stage" (in any order) by calling out colors until all of the Fruit-n-Veggie Five are ready on the stage.
4. The Fruit-n-Veggie Five can lead a call and response song, just like in the video. (The child with the red paper jumps up and says "apple". Everyone repeats "apple.") Continue until all color have been repeated.
5. Hand the paper to five more children – and bring on the next Fruit-n-Veggie Five!

Foods with high sugar, fat and salt are SOMETIMES FOODS. • Eat together as a family. • Be active everyday!

Foods with high sugar, fat and salt are SOMETIMES FOODS. • Eat together as a family. • Be active everyday!

Anytime Foods & Sometime Foods

BRAND

Healthy Habits for Life has five key messages:

- Eat 5 fruits and vegetables every day!
- Anytime foods are so good for you, they may be eaten anytime. Eat a vegetable at every meal! These foods include fruits, vegetables, beans, whole grains, and low fat milk. These foods are all in the new WIC food packages!
- Sometime foods are usually high in sugar, fat, or salt, so enjoy them sometimes.
- Eat together as a family.
- The more you move, the healthier your body is, so be active every day!

Sometime & Anytime Foods

“Anytime” Foods – These are foods that are good to eat anytime. They are the healthiest foods with nutrients to help you grow up healthy. Examples: Fruits and vegetables, nonfat and low fat milk.

“Sometime” Foods – These foods are the least healthy. That’s why they’re once-in-awhile foods. Examples: French fries, cookies, ice cream.

FOOD GROUP	“ANYTIME” FOODS	“SOMETIME” FOODS
Vegetables	Fresh, frozen, steamed, or canned vegetables (low sodium) without added fat (such as butter) or sauces	Any vegetable fried in oil
Fruits	All fresh and frozen fruits, canned fruits packed in their own juice	Fruits canned in syrup, dried fruits
Breads & Cereals	Whole-grain breads, pitas, and tortillas; whole-grain pasta, brown rice, oatmeal; hot and cold unsweetened whole-grain breakfast cereals	Doughnuts, muffins, croissants, and sweet rolls; sweetened breakfast cereals; crackers, cookies, and chips; cakes and pies
Milk & Milk Products	Nonfat and lowfat milk; nonfat and lowfat yogurt; lowfat and notfat cheese; lowfat and nonfat cottage cheese	Whole milk; full-fat cheese and cheese spreads; cream cheese; yogurt made from whole milk; ice cream, ice milk, and frozen yogurt; puddings
Meats, Poultry, Fish, Eggs & Beans	Beef and pork that have been trimmed of their fat; extra-lean ground beef; chicken and turkey without skin; tuna canned in water; fish and shellfish that’s been baked, broiled, steamed, or grilled; beans; split peas and lentils; tofu; egg whites and substitutes	Beef and pork that haven’t been trimmed of their fat, fried hamburgers, ribs, bacon, fried chicken, chicken nuggets, hot dogs, deli lunch meats, pepperoni, sausage, salami, fried fish and shellfish, whole eggs cooked with added fat
Drinks	Water, nonfat and lowfat milk, unsweetened ice teas and lemonade	Whole milk, regular soda, sweetened iced teas and lemonade, fruit drinks with less than 100% juice

Eat 5 fruits and vegetables every day. • Healthy foods are ANYTIME FOODS.

Foods with high sugar, fat and salt are SOMETIMES FOODS. • Eat together as a family. • Be active everyday!

Foods with high sugar, fat and salt are SOMETIMES FOODS. • Eat together as a family. • Be active everyday!



Here are some activities that you may use with your children:

Activity on page 9 of storybook: You might build a simple "Food Wheel" like in the DVD and have kids play the game. Say, "Close your eyes and touch something on this wheel. Now - open your eyes! Which food did you choose? Is it a Sometime or an Anytime food? Why? (Sometime foods you just eat once in a while and it's usually fat, sugary or salty. Anytime foods are good for you. You can eat it anytime. It keeps your body healthy and strong).

Food and Drink to Grow on

Every meal is an opportunity for a healthy family experience. If your child learns to reach for healthy foods now, then he'll keep on making good food choices his whole life.



A great way to help your child learn about different types of food is by explaining the idea of "anytime" and "sometime" foods.

An "anytime" food is something we can eat everyday, such as fruits and veggies in all colors of the rainbow, whole grains, lean meats, low fat yogurt, and water or low fat milk to drink.

"Sometime" foods are high in sugar, fat, or salt - that's why we should only eat them once in a while. They're foods such as cookies, candy, chips, and sodas.

Try This! Sometimes it takes several tries before your child learns to like a new food. Challenge your child to take a taste of something different, focusing on fruits, vegetables, whole grains, or low fat dairy products.

Try This! Plan a meal with your child that includes at least three different colors, like red peppers, black beans, and brown rice. Have your child count up all the colors on the plate.



Eat 5 fruits and vegetables every day. • Healthy foods are ANYTIME FOODS.

Eat 5 fruits and vegetables every day. • Healthy foods are ANYTIME FOODS.

Eat Together as a Family Be active everyday!

BRAND

Healthy Habits for Life has five key messages:

- Eat 5 fruits and vegetables every day!
- Anytime foods are so good for you, they may be eaten anytime. Eat a vegetable at every meal! These foods include fruits, vegetables, beans, whole grains, and low fat milk. These foods are all in the new WIC food packages!
- Sometime foods are usually high in sugar, fat, or salt, so enjoy them sometimes.
- Eat together as a family.
- The more you move, the healthier your body is, so be active every day!



Hello, Families!

Families and children deserve a BIG congratulations!

Did you know?

Children who eat family meals eat more nutritious food, but that's not all. Family meals give children and families a chance to reconnect. Whether you're having pizza or a full-course feast, it's a chance to celebrate something very important – being together.



We've completed the Healthy Habits for Life Program.

We've learned to make healthy choices, stay physically active, limit sedentary time, eat our colors, eat at least five servings of fruits and vegetables a day, and listen to our bodies. We want to thank you for being a key member of your child's healthy team. You can congratulate your child with the certificate you received. Have your child fill in his name and color it, then display it on the refrigerator.

You can help at home.

We've made nutritious food and physical activity part of our daily routine and hope you'll find ways to do the same at home. Take advantage of the everyday moments you share with your child. In the kitchen, talk about why you chose a certain vegetable for dinner. Or whip up a healthy snack together. Also be ready with activity ideas (especially on bad weather days) so your child doesn't spend too much time on the couch.

Little by little, you can weave healthy habits into your family's routines. For inspiration (or a few good ideas), look no further than your child. Do you know how to dance the Mango Tango? Your child can show you how.

Foods with high sugar, fat and salt are SOMETIMES FOODS. • Eat together as a family. • Be active everyday!

Foods with high sugar, fat and salt are SOMETIMES FOODS. • Eat together as a family. • Be active everyday!

Eat 5 fruits and vegetables every day. • Healthy foods are ANYTIME FOODS.

Eat 5 fruits and vegetables every day. • Healthy foods are ANYTIME FOODS.

Foods with high sugar, fat and salt are SOMETIMES FOODS. • Eat together as a family. • Be active everyday!

Foods with high sugar, fat and salt are SOMETIMES FOODS. • Eat together as a family. • Be active everyday!



Hello, Families!

In our program we've been practicing how to make healthy choices.

In our program:

We've been thinking about the foods and drinks we put in our bodies and the activities we do **with** our bodies.

Did you Know?

When adults provide meals and snacks on a regular schedule and offer children a variety of healthy foods and drinks, children are more likely to develop healthy eating habits.

It's hard for children to choose cucumbers over a cookie – and they don't always have to. **Sometimes** it's okay to have cookies – as Cookie Monster says, "Cookie is a sometime food!" But focus on **anytime** foods everyday by letting children choose from a variety of healthy foods, including fruits and veggies, and offering water and low fat milk to drink.

You can help at home.

Offer your child the choice between two healthy options such as tomatoes and cucumbers, rather than between vegetables and a cookie or other sweet. In addition to offering children lots of healthy foods, you can model healthy eating and physically active lifestyle.

Let him do it.

Children enjoy eating snacks they make themselves. A turkey cheese rollup is the perfect "recipe" for the first-time cook. Set out a piece of lean turkey deli meat, lay a slice of cheese on top and roll it up.

Throw your child a curve.

- Try clever new combinations:
- Cream cheese and peach or nectarine
- Chocolate graham crackers with strawberries or banana
- Steamed broccoli and cauliflower florets with ketchup
- Cucumbers or red bell pepper with hummus
- Melons or grapes with cheddar or American cheese
- Mushrooms and fresh greens with low fat ranch dressing
- Fresh tomato, mozzarella cheese, and fresh basil



Eat 5 fruits and vegetables every day. • Healthy foods are ANYTIME FOODS.

Eat 5 fruits and vegetables every day. • Healthy foods are ANYTIME FOODS.

Foods with high sugar, fat and salt are SOMETIMES FOODS. • Eat together as a family. • Be active everyday!

Foods with high sugar, fat and salt are SOMETIMES FOODS. • Eat together as a family. • Be active everyday!

Sesame Street Welcome

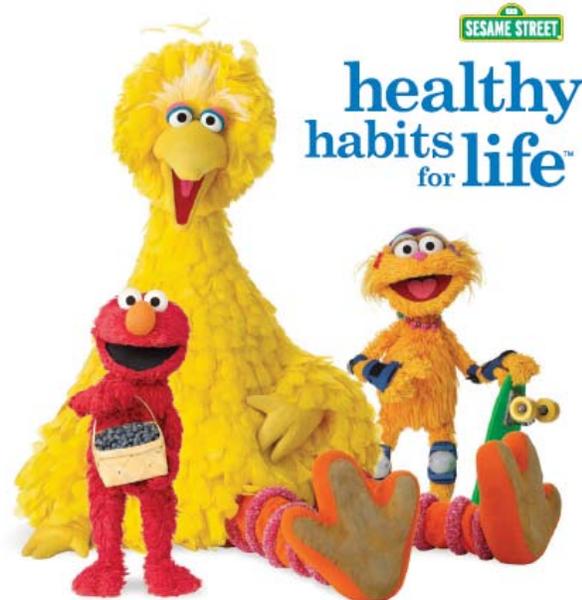
BRAND

As part of WIC's Healthy Habits Campaign, we are happy to give each family a Sesame Street Mini-Kit. This kit contains:

- A storybook with some fun activities you can read with your child
- A mini-magazine filled with tips, activities and cut-apart recipes
- A Sesame Street DVD featuring short videos and songs that talk about healthy habits

**(These are in English and Spanish)*

We hope you enjoy your kit!



Produced in partnership with
Nemours

Health &
Prevention Services

KidsHealth
kidshealth.org

Additional support provided by
WIC
United States Department of Agriculture

5 key messages:

- Eat 5 fruits and vegetables every day!
- Anytime foods are so good for you, they may be eaten anytime. Eat a vegetable at every meal! These foods include fruits, vegetables, beans, whole grains, and low fat milk. These foods are all in the new WIC food packages!
- Sometime foods are usually high in sugar, fat, or salt, so enjoy them sometimes.
- Eat together as a family.
- The more you move, the healthier your body is, so be active every day!

For practice, you might try saying this script out loud to help families get excited about the kit:

"WIC is giving out new food packages beginning October 1 and we want your family to have this gift to help you get ready for the change. WIC has teams with Sesame Street to highlight some of the new foods, like fresh fruits, vegetables, and whole grains, and the Muppet may help get your kids excited about trying them. There's a DVD which features Elmo and his new fruit and vegetable friends, a storybook for your child to follow along with the DVD, and a magazine for you with shopping tips and recipes for the new foods (you can point out each piece as you talk about it). Let's talk a little about how you can use this kit at home with you child."

Eat 5 fruits and vegetables every day. • Healthy foods are ANYTIME FOODS.

Eat 5 fruits and vegetables every day. • Healthy foods are ANYTIME FOODS.

Foods with high sugar, fat and salt are SOMETIMES FOODS. • Eat together as a family. • Be active everyday!

Foods with high sugar, fat and salt are SOMETIMES FOODS. • Eat together as a family. • Be active everyday!



Healthy Habits for Life Magazine

- If you look on page 1, you can choose some activities to get your child moving. You'll see them on the right hand side of the page.
- On page 2, try reading the poem and act out the words with your child.
- "Sometime" and "Anytime" foods are on page 3. You can talk with your child about what these are and try to get them to taste something different. Look at the food ideas that show "Try this..." at the bottom of the page.
- See the grocery shopping tips on page 4 and include them with your child when you shop and when you put your grocery items away at home.
- Try some of the simple recipes and activities with your child. Have your child help you prepare the new recipe.

Healthy Habits for Life DVD

Your Sesame Street "Healthy Habits for Life" DVD is organized by three general selections:

The "Get Healthy Now Show"
"Select A Scene"
"View and Do"

As the DVD opens, you will have a choice of either English or Spanish versions. Click on your choice. Next, you will see the Main Menu where you may make one of the three selections listed above. You may also add subtitles if need for hearing impaired readers.

Now let's look at the "Get Healthy Now Show." If you choose to use the "Get Healthy Now Show" you can view the entire show in sequence and read along with the storybook. This entire portion of the DVD will take approximately 24 minutes to play. In it, you will find activities for each segment in which you may stop the DVD and have the children participate. You can also follow along with the Storybook, which has some suggestions for activities.



Eat 5 fruits and vegetables every day. • Healthy foods are ANYTIME FOODS.

Facilitator's Guide **"Branding"**

Breastfeeding Overview

"Branding" Breastfeeding Overview

Session Guide

Facilitator's Guide

Objectives:

1. To orient WIC staff to the importance of encouraging mothers to exclusively breastfeed.
2. To give WIC staff tools to understand how to promote exclusively breastfeeding.
3. Understanding the rationale of new food package in promoting the importance of breastfeeding.

Key Messages

WIC can help moms successfully breastfeed! By understanding that breastfeeding *is normal, expected, and the healthiest* way to feed babies, WIC staff can educate moms on how to be confident and successful. Breastmilk is all a young baby needs. Follow these simple guidelines to help moms and babies successfully reach their breastfeeding goals.

1. Embrace breastfeeding as the natural and normal way to feed all babies.
2. Educate prenatally. Discuss mom's concerns, and help her establish breastfeeding goals.
3. Approach all women with the assumption that they are breastfeeding, or plan to breastfeed.
4. To successfully establish milk supply, encourage moms to exclusively breastfeed and not use formula.
5. Do not offer formula unless medically indicated. If mom specifically asks for formula, have an enthusiastic dialogue about breastfeeding and building milk supply. Then, if mom still insists she receive formula, only provide the minimum amount needed.
6. Offer support, resources, information, or a pump. **Remind moms of breastfeeding benefits for her and baby, and built-in incentives of the food packages: more food for her and her baby, and she stays on the program longer!**

Mom and Baby Messages:

Who: WIC Staff

What: Key message and talking points to prepare participants for the upcoming food package changes.

When: Presented at the conference in August.

Sample participant questions and answers:

Who: WIC Staff

What: Handout gives staff a sample of what participants may ask.

When: Presented at the conference in August.

“You Can Do It, WIC can help” handout:

Who: WIC Staff

What: Ensuring that mothers have the support needed.

When: Prenatal visit

Exclusive breastfeeding handout:

Who: WIC Staff

What: The important of exclusively breastfeeding.

When: Prenatal visit

“Get to know your baby and let your baby know you” handout:

Who: Participants

What: The important of skin-to-skin

When: Prenatal visit

“Making Milk is Easy” handout

Who: Participants

What: Emphasizing to participants that they can make enough milk

When: Prenatal visit

Mom and Baby Messages



Mom and Baby Messages

Below are typical contacts that staff will have with mom and baby, prenatally and through the first year of life. Key messages are listed for each contact as talking points to prepare participants for the upcoming food package changes. These messages may help inform breastfeeding moms that they will not routinely receive formula in the first month as well as highlight the breastfeeding support services at your agency and the increased food benefits that baby and mom will receive. They also give non-breastfeeding moms forewarning of the decrease in formula amounts provided by WIC throughout the baby's first year. Some open-ended questions and dialogue suggestions are also provided.

Certification Visit – Prenatal Points

Suggested Questions:

- What have you heard about breastfeeding?
- What are your thoughts about breastfeeding this baby?
- What were your previous breastfeeding experiences like with your last baby?
- What was the best thing about breastfeeding? What was the most challenging?

Key Messages:

- You will receive a greater variety and more food in your food package when you give breastmilk only.
- WIC will not routinely provide formula to breastfed babies in the first month. This will build and protect your milk supply and give you and your baby time to learn how to breastfeed. Should mom request formula, a maximum of 1 can may be provided in 1st month.
- WIC provides support and services when you breastfeed your baby.
- If you choose to give your baby formula, WIC will not provide all the formula your baby needs. Formula amounts vary by your infant's age and nutritional needs.
- Your baby will begin receiving baby foods and cereal from WIC at 6 months.

Next Contact

Suggested Questions:

- Have you thought any more about breastfeeding?
- Have you made a decision about breastfeeding?
- What are your breastfeeding goals?
- What questions or concerns do you have about breastfeeding?

Key Messages:

- WIC provides these benefits and support services when you breastfeed your baby.
 - More food, more variety
 - Caring staff that can help you answer your breastfeeding questions
 - Breast pump programs
 - Help when having any problem while breastfeeding*(Insert additional services your agency provides)*
- WIC will not routinely provide formula to breastfed babies in the first month. This will build and protect your milk supply and give you and your baby time to learn how to breastfeed. Should mom request formula, a maximum of 1 can may be provided in 1st month.
- If you choose to give your baby formula, WIC will not provide all the formula your baby needs. Formula amounts vary by your infant's age and nutritional needs.
- Your baby will begin receiving baby foods and cereal from WIC at 6 months.
- Babies that only receive breast milk (no formula) receive twice as much baby fruits and vegetables and also baby meats.

Post-partum Mom and Infant (Birth-2 months)

Suggested Talking Points:

- Offer congratulations and praise to breastfeeding moms and answer any questions they have.
- Refer to lactation specialist or RD if you cannot answer questions.
- If the mom has to return to work or school soon, discuss with her your agency's breast pump program. Discuss her breastfeeding goals and her feelings about pumping and storing breast milk while she is away from her baby.

Post-partum Mom and Infant (Birth-2 months) - *continued*

Key Messages:

- That's great that you are giving your baby only breastmilk. Feeding your baby only breastmilk gives your baby the right amount of nutrients to grow and be healthy. You will continue to receive the greatest variety and the amount of food in your package. You will receive breastfeeding support and services until your baby is one year old. Your baby will also receive twice as much baby fruits and vegetables, and also baby meat, in his food package when he turned 6 months.
- If you choose to give your baby formula, WIC will not provide all the formula your baby needs every month. Formula amounts vary by your infant's age and nutritional needs.
- In order to protect and build your milk supply, WIC will not routinely give you formula.

Infant 3-5 Months

Key Messages:

- All babies will receive iron fortified infant cereal and baby food fruits and vegetables at 6 months.
- If your baby only takes breastmilk (no formula), she will receive twice in the amount of baby food, fruits and vegetables, and also baby food meats, in her package.
- Because all babies are different, WIC will not provide all the formula your baby needs. You may have to buy more formula to meet your baby's needs.
- WIC will no longer provide juice for babies under 12 months to align with the American Academy of Pediatrics recommendation. Your baby does not need juice.

Infant 6 Months

Key Messages:

- All babies will receive iron fortified infant cereal and baby food fruits and vegetables at 6 months. If your baby only takes breastmilk (no formula), he will receive twice in the amount of baby food, fruits and vegetables, and also baby food meats, in his package.
- Your baby will receive pureed baby foods from WIC. This is the right texture for now. Later your baby will move on to other textures.
- WIC provides enough baby food to get your infant started off right. As your baby eats more, the foods WIC provides will not be enough.
- As your baby eats more food, he may drink less breastmilk and formula.
- The amount of infant formula you receive will decrease as your baby gets older, starting when your baby is 6 months old.
- Because all babies are different, WIC will not provide all the formula your baby needs. You may have to buy more formula to meet your baby's needs.
- WIC will no longer provide juice for babies under 12 months to align with the American Academy of Pediatrics recommendation. Your baby does not need juice; you can offer your baby water in a cup.

Infants 7-11 Months

Key Messages:

- The amount of infant formula you receive will decrease as your baby gets older, starting when your baby is 6 months old.
- Because all babies are different, WIC will not provide all the formula your baby needs. You may have to buy more formula to meet your baby's needs.
- As your baby eats more food, he will drink less breastmilk and formula.
- Your baby will receive pureed baby foods from WIC. Your baby is now ready to try other textures too. You can start introducing mashed and then chopped table foods.
- One way you can still use your pureed baby foods is by mixing them with these table foods.
- Do not give cow's milk until baby is around one year old.

Sample Participant Questions & Answers



WIC used to provide formula for breastfed babies during the first month. Why don't you do this anymore?

I can understand your questions about WIC's new policies. Breastmilk is all your baby needs to be healthy and grow. Giving formula decreases your milk supply. We have options next month that will allow you to get some formula. Would talking with someone about breastfeeding help you today?

Can I have formula for when I go back to work/school this month?

I can understand that you are concerned about how your baby will be fed while you are away from her. Instead of using formula, consider pumping and storing your milk, so someone else can feed your baby breastmilk while you are away. WIC can provide you with a breast pump. How do you feel about pumping and storing your milk instead of giving formula?

What if I don't have enough breastmilk?

Many women have this same concern. It is rare for a mom not to make enough milk to feed her baby. The more often you breastfeed your baby, the more milk you will make. If your baby is gaining weight and having dirty and wet diapers he should be fine. Would you like to discuss this further?

Doesn't feeding breastmilk and formula give my baby the best of both?

That's great that you are thinking about how to give your baby what's best. Breastmilk is all your baby needs to be healthy and grow for the first six months. Introducing formula actually results in less breastmilk for baby. What other questions do you have about feeding your baby today?

My mother/sister/friend said my baby is not gaining enough weight.

If baby's weight is in normal limits...

It can be confusing getting advice from others. It looks like baby is growing well. Would you like to discuss how your baby's weight and length plotted on the growth curve today?

If baby's weight is low...

Refer to doctor and provide formula to supplement breastmilk.

Why does the amount of formula my baby receives keep changing?

I can understand why you are concerned about the amount of formula you are receiving. Babies drink different amounts of formula throughout the first year. The amount of formula that WIC provides should meet most babies feeding needs. As your baby gets older and starts eating baby foods, he will need less formula. Would you like to talk about recommended feeding amounts for your baby?

[more](#)

Why am I not getting food even though I am still breastfeeding my baby?
(6-11 months postpartum)

The less breastmilk you give baby, the less foods WIC provides. If you are receiving more than 4 cans of formula after 6 months postpartum, we can no longer provide you with a food package. WIC will continue to support you by providing breastfeeding services and nutrition education during this time. Do you have any questions about breastfeeding today?

What food should I feed my baby first?

Around 6 months, you can start with the baby cereal WIC provides. Mix the cereal with breastmilk or formula in a bowl making it thin at first. As your baby can eat it better, you can make it thicker. You can also introduce your baby to the baby fruits and vegetables that WIC provides. Do you have any questions about these foods?

Why didn't my baby get baby meats?

You must have heard that some babies get baby meats in their package. This is an extra bonus for moms who only give their babies breastmilk. Today your baby will receive baby cereal, and baby fruits and vegetables. Do you have any other questions about the baby foods WIC provides?

What if my baby does not have enough formula for the entire month?

You sound concerned about not having enough formula. Most babies need less formula as they eat more solids. Today you will also receive baby food, cereal and formula. Would you like to discuss, in more detail, the foods your baby is eating?

**Participant Evaluation:
Breastfeeding
Overview**

What did you like about the session?

What could have made the session better?

What is one thing that you learned today that is useful for you and your family?

**Participant Evaluation:
Breastfeeding
Overview**

What did you like about the session?

What could have made the session better?

What is one thing that you learned today that is useful for you and your family?



You Can Do It, WIC Can Help

BRAND

WIC Breastfeeding Counselors are:

- Moms just like you
- Available in person or by phone
- Experienced at breastfeeding
- Trained to help solve breastfeeding concerns
- Trained to know when medical help is needed



Talk to your counselor:

- If you have questions about breastfeeding
- If friends or family are pushing you to stop breastfeeding
- If you are getting frustrated
- When you need someone to tell you that you are doing a good job
- When you want to hear that you are a good parent
- When you just need someone to talk to

Many breastfeeding concerns can be easily fixed BEFORE you give that bottle of formula.



This institution is an equal opportunity provider.

BRAND

You Can Do It, WIC Can Help

Why is exclusive breastfeeding in the first month so important for establishing my milk supply?

The first several weeks of breastfeeding “sets” your milk supply. It’s as if your baby is “placing his order” for the amount of milk he will need to grow. If you use formula in the early week, your milk supply may be “set” at a lower quantity than your baby needs.

HOW DOES MY EXCLUSIVE BREASTFEEDING IN THE FIRST MONTH AFFECT MY WIC BENEFITS?

If you build a good milk supply in the first month, you can breastfeed any time you and your baby are together. Even if you can only breastfeed your baby in the evenings and on weekends, it will save you money in formula costs and you and your baby will still receive some breastfeeding health benefits.

If you exclusively or mostly breastfeed, you are eligible to receive food benefits for a full year and will also receive more food for your baby. If you are partially breastfeeding or do not breastfeed, you will get less food for your baby and will not get any food for yourself after 6 months postpartum.

If you set your milk supply at a high volume, you will have an easier time maintaining your milk supply if you must return to work or school and start using a pump.



This institution is an equal opportunity provider.

Get to know your baby and let your baby know you

BRAND

FIRST HUG

Babies who room-in and are skin-to-skin get to:

- ♥ smell you
- ♥ hear you
- ♥ feel you
- ♥ nurse from you
- ♥ stay warm
- ♥ be calmed and loved by you

For a great start, nurse your baby in the first hour of life and plan on rooming-in.



This institution is an equal opportunity provider.

Making Milk

BRAND

is Easy!

10 Steps to Make Plenty of Milk

1 Frequent feeds, not formula.

The more often you feed, the more milk you make. If you give formula, your baby will feel too full to nurse frequently.

2 All you need is breastmilk!

The American Academy of Pediatrics recommends that your baby have a diet of only breastmilk for the first 6 months – no other food or drink is needed.

3 Feed early and often.

Feed at the earliest signs of hunger; if baby's awake, sucking on hands, moving his mouth or eyes, or stretching.

4 If he didn't swallow, he didn't eat.

Listening for the sound of swallowing will help you know if your baby's getting enough.

5 Say "No" to pacifiers and bottles.

If pacifiers and bottles are used when your baby is hungry, you may not be nursing often enough to make plenty of milk.

6 Sleep near your baby and nurse lying down.
You can rest while you feed your baby!

7 Have baby's mouth open wide like a shout, with lips flipped out.

The tip of your nipple should be in the back of his throat. He should be directly facing you, chest to chest, chin-to-breast. Proper positioning prevents sore nipples.

8 Watch the baby, not the clock.

Feed your baby when she's hungry, and switch sides when swallowing slows down or she takes herself off the breast.

9 Go everywhere!

Plan to take your newborn everywhere with you for the first several weeks.

10 Don't wait to ask for help, WIC is here.

Contact your local peer counselor for guidance and support. Stick with it – it's worth it!



This institution is an equal opportunity provider.