

¡INFORMA EL PERSONAL DE WIC SI COMPRAS UNA DE ESTAS LECHE!



Cualquier Marca

LECHE SIN LACTOSA

(LACTOSE FREE)

Whole, 2%, 1 %, or Fat Free

Una Marca de tienda

LECHE SIN LACTOSA

(LACTOSE FREE)

Whole, 2%, 1 %, or Fat Free

Marca Lactaid

LECHE SIN LACTOSA

(LACTOSE FREE)

Whole, 2%, 1 %, or Fat Free

¡Por favor informe al personal de WIC que compras leche sin lactosa o leche de marca LACTAID!

- **Leche sin lactosa** o leche de marca **LACTAID** cuesta más que la leche regular.
- Porque hay diferencia en el costo, WIC tiene que imprimir **LECHE SIN LACTOSA** en sus cheques.
- **LECHE SIN LACTOSA** va estar imprimido en sus cheques si nos dices que esta es el tipo de leche que compras.
- Cuando **LECHE SIN LACTOSA** esta imprimido en los cheques solo puedes comprar ese tipo de leche.
- Las tiendas no van a dejar que compren “leche sin lactosa” o la leche de marca LACTAID si no esta imprimido en los cheques.

**!WIC QUIERE QUE SIGAS COMPRANDO LECHE
SIN LACTOSA O LECHE DE MARCA LACTAID SI LO
NECESITAS!**

ADDITIONAL DETAILS FOR STAFF

Q. Why is WIC changing the way Lactose free milk prints on checks?

A. WIC has an important problem to solve for the retailers in our state. Because the cost of Lactose free milk is so much greater than the cost of other types of milk, some retailers have had checks rejected when the cost exceeded the Maximum Allowable Reimbursement Level (MARL). In addition to the checks being rejected, the retailer is charged a banking fee per check. The MARL is a federal mandate to control food costs. Increasing the MARL is not an option, since we are federally mandated to reduce costs.

Q. What can WIC staff do to help?

A. Talk to clients about this change. Provide the [Do You Buy Lactose Free Milk?](#) Appointment Folder Insert to all clients informing them of this change. We know it will take some time for all clients to receive this new message; but anticipate the transition will take about 4 months to be complete (April 30, 2010).

Q. WHAT IS THE DIFFERENCE BETWEEN LACTOSE FREE AND ACIDOPHILUS MILK?

A. People who are lactose intolerant are not able to digest lactose, a naturally occurring sugar found in dairy products. Lactose free milk has an added enzyme that breaks lactose down into two simpler sugars that are easier for the body to digest. Lactose free milk can be used just like regular milk, for drinking, cooking, and baking.

Acidophilus milk does have lactose however; it also has added lactic acid bacteria which can promote digestion. Despite its popularity as a remedy for lactose intolerance, not all studies have found drinking acidophilus milk helps reduce the symptoms of lactose intolerance. According to Jeffrey Biller, M.D., a gastroenterologist at the Center for Pediatric Gastroenterology and Nutrition in Boston drinking acidophilus milk doesn't help, although acidophilus organisms are highly beneficial for digestion.

Q. Who can make the change in Client Services?

A. The Competent Professional Authority (CPA) is the person who can make the change on the Assign Foods tab in Client Services, but frontline staff are the ones who can spread the word about the change and educate the client on how to purchase the milk that is printed on the check.

Q. Why can't clients buy regular milk, even though Lactose free is on the check?

A. Clients cannot change the type of milk they are buying at the store because the MARL will be set at the higher price for checks that are printed with Lactose free milk. We don't want the MARL to adjust down to the lower amount, because then we would have the same problem again. In addition, the message to clients is "Buy what is printed on your checks." This is a consistent message for all the WIC foods.



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For persons with disabilities, this document is available on request in other formats. To submit a request, please call 1-800-841-1410 (TDD/TTY 1-800-833-6388). DOH 960-181 December 2009