

# TELL WIC IF YOU BUY LACTOSE FREE OR LACTAID MILK!



Any Brand  
LACTOSE FREE MILK

Whole, 2%, 1 %, or Fat Free  
Gallons, ½ Gallons, or Quarts

Any Store Brand  
LACTOSE FREE MILK

Whole, 2%, 1 %, or Fat Free  
Gallons, ½ Gallons, or Quarts

Lactaid Brand  
LACTOSE FREE MILK

Whole, 2%, 1 %, or Fat Free  
Gallons, ½ Gallons, or Quarts

**You can help WIC by telling staff if you buy LACTOSE FREE or LACTAID milk!**

- **LACTOSE FREE** and **LACTAID** milk costs more than regular milk.
- Because of the cost difference, WIC needs to print **LACTOSE FREE MILK** separately from regular milk on your checks.
- **LACTOSE FREE MILK** will be printed on your WIC checks when you tell us this is the type of milk you buy.
- When **LACTOSE FREE** milk is printed on your checks you must buy what is printed.
- Stores may not let you buy **LACTOSE FREE** or **LACTAID** milk unless it is printed on your WIC checks.

**WIC WANTS YOU TO BE ABLE TO BUY  
LACTOSE FREE OR LACTAID MILK IF YOU NEED IT!**

## 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). After April, the message will still need to be communicated to all new clients who want to buy lactose free milk.

### **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 if your clinic chooses, all staff can make this change during the transition period. This is allowed to help ease the workload in the clinic during this busy time when all clients need to be notified before checks are printed.

### **Q. What help is available?**

**A.** For concerns or questions related to shopping or retailers clients and staff can call the WIC Retailer Customer Service desk at the state WIC office (1-800-841-1410 x 3620). For help with Client Services call CIMS Support (1-800-841-1410 x7) or email [CIMSupport@doh.wa.gov](mailto:CIMSupport@doh.wa.gov). For other related questions call LATA (Local Agency Technical Assistance).



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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

