



New Food Choices – Talking Points for WIC Staff



FOOD CHANGES	INFORMATION	TALKING POINTS
Infants		
<p>Baby food fruits and vegetables provided in place of some formula</p>	<p>In October WIC will begin providing baby food fruits and vegetables to babies who are six months and older. After 6 months of age babies need more variety.</p> <p>The new formula amounts provide more formula for the younger baby who is only drinking formula and less formula for the older baby when other foods are being added.</p>	<p>Client: “Why am I getting less formula now than what I got from WIC before?”</p> <p>Staff:</p> <ol style="list-style-type: none"> 1. You sound concerned about having enough formula. 2. Babies at this age need more variety and so WIC has added baby food fruits and vegetables in place of some of your formula. 3. Today you will receive baby food fruits and vegetables and baby cereal too along with your formula.
<p>Addition of Stage 2 baby food fruits and vegetables</p>	<p>WIC is adding more variety for babies at a time when they are developmentally ready for more kinds of foods. Stage 2 baby food fruits and vegetables have been added for all babies 6-12 months of age. Stage 2 foods have more varieties of single fruits and vegetables, which are the only ones that are allowed by WIC. When buying baby foods, it is the best value for your money and has very similar consistency as Stage 1 and 3 foods.</p>	<p>Client:</p> <p>“I am worried about starting my baby out with Stage 2 foods. Shouldn’t I be using Stage 1 first?”</p> <p>Staff:</p> <ol style="list-style-type: none"> 1. You sound concerned about starting with Stage 2 foods. 2. When comparing Stage 2 baby foods with Stage 1 baby foods, the consistency was found to be almost the same. Since Stage 2 foods are pureed they



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		<p>also will be easy for your baby to eat.</p> <p>3. Today you will get Stage 2 baby foods for single fruits and vegetables on your WIC checks.</p>
<p>No organic baby foods</p>	<p>Organic foods were considered during the food selection process but these foods typically have premium prices.</p> <p>Organic baby foods are not allowed, but all baby food manufacturers have strict rules for how food is grown and processed.</p>	<p>Client: “Why can’t I get organic baby foods?”</p> <p>Staff:</p> <ol style="list-style-type: none"> 1. I hear that you would like to be able to buy organic baby foods 2. These foods tend to be more expensive and so in order to make sure more babies get WIC, these foods have not been added. 3. Today you will get checks for baby food fruits and vegetables, you can choose your baby’s favorite at the store.
<p>Baby food meats for fully breastfeeding babies</p>	<p>Baby food meats have been added for fully breastfeeding babies 6-12 months of age for added iron and zinc.</p>	<p>Client: “Why does my breastfed baby need baby food meats?”</p> <p>Staff:</p> <ol style="list-style-type: none"> 1. You sound concerned about



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		<p>adding meats to your baby’s diet.</p> <ol style="list-style-type: none"> 2. Babies need additional sources of iron and zinc and baby food meats provide this nutrition. 3. Today you will get checks for baby food meats. If you would like some ideas around using baby food meats, I can provide them to you.
<p>More foods for fully breastfeeding babies</p>	<p>Additional foods were added for breastfeeding babies to support the continuation of fully breastfeeding past 6 months. These additional foods add convenience and monetary value to the fully breastfeeding food packages.</p>	<p>Client: “Why do fully breastfeeding babies get more foods?”</p> <p>Staff:</p> <ol style="list-style-type: none"> 1. It sounds like you are wondering why some babies get more foods. 2. WIC supports breastfeeding by providing more food and more types of foods when you breastfeed more. 3. If you are a fully breastfeeding mom, I can give you checks today for you and your baby to get the most foods and the most variety of foods.



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Foods Changes for Women and Children		
<p>Only one pound of cheese</p>	<p>In October the new foods will promote lower fat foods. We will be adding fruits and vegetables to your WIC checks, but all women and children will only receive 1 pound of cheese per month. Less cheese is one way WIC is supporting your healthy lifestyle.</p>	<p>Client: “Why can’t I get more cheese like I used to?”</p> <p>Staff:</p> <ol style="list-style-type: none"> 1. It sounds like you enjoy cheese. 2. Cheese has protein, but it is also higher in fat. 3. We will now be giving you fresh fruits and vegetables and whole grains instead.
<p>Lower fat milk for all women and children over the age of 2</p>	<p>In October, we will only be able to give you WIC checks for lower fat milk, like 2%, 1%, or fat free. WIC has new foods that are lower fat and better meet the nutrition guidelines. Lower fat milk is one way WIC is supporting your healthy lifestyle.</p>	<p>Client: “I don’t like to drink lower fat milk, why can’t I have the milk I used to get?”</p> <p>Staff:</p> <ol style="list-style-type: none"> 1. It sounds like you enjoy drinking whole milk. 2. Whole milk is higher in fat and WIC is supporting healthy choices like lower fat milk. 3. If you are interested, we can give you some ideas today for switching to lower fat milk.



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Organic milk no longer available	<p>In October the WIC foods are changing and some organic foods are being added, like fresh fruits and vegetables, but WIC will no longer provide organic milk. The reason WIC will not be able to provide organic milk any longer is due to cost.</p> <p>The Washington WIC Web site Frequently Asked Questions. The Web site has information about why WIC will no longer be providing organic milk. http://www.doh.wa.gov/cfh/WIC/materials/food/newfoodsfaq.pdf</p>	<p>Client: “Why can’t I get organic milk anymore?”</p> <p>Staff:</p> <ol style="list-style-type: none"> 1. It sounds like it is important to you to drink organic milk. 2. Organic milk costs more, and so WIC is not able to provide it due to the higher cost. 3. Today I am giving you checks which include milk, which is still a healthy option. WIC also now has fruits and vegetables and you can buy organic produce.

Information about providing answers for “difficult” questions:

1. Some questions can be anticipated around the upcoming food package changes, some of these are included in the table above.
 2. Talking points are a way to develop consistent and positive responses that support a client centered approach and foster discussion rather than resistance.
 3. A technique that can be used at any point in a WIC appointment is the following “Elevator” speech. It is designed to frame responses, stay on message, and use as few words as possible. The process for this short interaction is limiting the discussion to 3 points as follows:
 - a. **First:** reflect back what you hear the client say.
 - b. **Second:** state a fact.
 - c. **Third:** indicate what you can or are going to do for the client.
- **Try this technique with a co-worker. By practicing this quick interaction, staff will be better prepared with consistent and positive approaches to these exciting food changes!**

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