The History and Changes of the WIC Program

Nutrition Education and Breastfeeding Promotion and Support

Presenters: Valery Soto
Cheryl Funanich
Atlanta (SERO)
Chicago
Boston (NERO)
Robbinsville (MARO)
San Francisco (WRO)
Dallas (SWRO)
Denver (MPRO)
Chicago (MWRO)
HQ
Atlanta (SERO)
Robbinsville (MARO)
Boston (NERO)
San Francisco (WRO)
Dallas (SWRO)
Denver (MPRO)
Chicago (MWRO)
HQ
Puerto Rico
Virgin Islands
FNS
Regional Offices
WIC Program Administration

- WIC is a discretionary program
- Congress appropriated $6.7 billion for WIC in FY 2014
- Funds are provided to States as grants
FNS and NWA Partnership

• **WIC Mission Statement:** To safeguard the health of low-income women, infants, and children up to age 5 who are at nutrition risk by providing nutritious foods to supplement diets, information on healthy eating, and referrals to health care.

• **NWA’s Mission Statement:** to inspire and empower the WIC community to advocate for and promote quality nutrition services for all eligible mothers and young children and assure effective management of WIC.
WIC Beginnings
Nutrition Education
Beginning
Nutrition Education
Beginning
WIC Focus on Management Initiative

1986 - Established the WIC Nutrition Services Committee to draft first WIC Nutrition Services Standards

1988 – 12 Nutrition Service Standards developed. Accompanying document - *Ensuring the quality of nutrition services in the WIC Program*
Revitalizing Quality Nutrition Services (RQNS)

“Nutrition is Everyone’s Business in WIC.”
The standards cover all aspects of providing quality nutrition services in the WIC Program and ensure that the three benefits of WIC — providing nutritious supplemental food, offering nutrition education, and serving as an adjunct to good health care — are fulfilled.
Nutrition Education Guidance

Figure 1: Process of Delivering Effective Nutrition Education in WIC

- **Select Follow-up (e.g.,)**
  - Face-to-face
  - Telephone
  - Electronic

- **Select Informational/Environmental Reinforcements (e.g.,)**
  - Pamphlets
  - Newsletters
  - Bulletin Boards
  - Videotapes
  - Take Home Activities

- **Select Messages (e.g.,)**
  - Risk Based
  - Participant Nutrition Concerns
  - Breastfeeding
  - Anticipatory Guidance for Nutrition Through the Lifecycle

- **Select Counseling Methods/Teaching Strategies (e.g.,)**
  - Participant Centered Learning
  - Motivational Negotiation
  - Facilitated Group Discussion
  - Best Start’s 3-Step Counseling

- **Select Delivery Medium (e.g.,)**
  - Face-to-face
  - Individual
  - Group
  - Telephone
  - Electronic
  - Kiosk
  - Internet
  - Computer-based

- **Review WIC Nutrition Assessment**

Elements of Effective Nutrition Education Guidance
VENA
Value Enhanced Nutrition Assessment

As of October 1, 2009, all State agencies had implemented VENA.
VENA Online
www.nal.usda.gov/Assessment_VENA.html
WIC Publications

Nutrition Education and Breastfeeding Promotion
Breastfeeding Promotion and Support Beginnings
WIC Breastfeeding Initiation Rates 1998

*Note: To be included, the State Agencies had to report on at least 85 percent of infants in the age range. State agencies that did not report and those that reported on <85 percent of infants are in the “No Data” category (for all maps).

Data from WIC Participant and Program Characteristics
Tables 1998 pp. 131, 137 – 140
WIC Breastfeeding Initiation Rates 2000

Data from WIC Participant and Program Characteristics Tables 2000 pp. 119 - 128
WIC Breastfeeding Initiation Rates 2004

Data from WIC Participant and Program Characteristics 2004 pp. 107-117, C-1 – C-3
WIC Breastfeeding Initiation Rates 2010

Data from WIC Participant and Program Characteristics 2010 pp. 131-135, C-1 – C-3
WIC Breastfeeding Initiation Rates 2012

Data from WIC Participant and Program Characteristics 2012 pp. 141-149, C-1 – C-3
USDA National Breastfeeding Campaign

1997

loving support
makes breastfeeding work

2014

loving support
MAKES BREASTFEEDING WORK
• 1990 – National Breastfeeding Promotion Campaign proposed at 1st Breastfeeding Promotion Consortium
• 1991 – Technical Consultant Group
• 1992 P.L. 102-342 - Required the Secretary of Agriculture to establish a national breastfeeding promotion program to promote breastfeeding as the best method of infant nutrition, foster wider public acceptance of breastfeeding in the United States, and assist in the distribution of breastfeeding equipment to breastfeeding women.
Give a breastfeeding mom your loving support

Loving support

1-877-214-BABY toll-free
Peer Counseling in WIC

- $60 million for peer counseling in FY 2014
- “Using Loving Support to Manage Peer Counseling Programs” and “Loving Support Through Peer Counseling”
Breastfeeding Training for Local WIC Staff
Breastfeeding Performance Bonuses

- Two categories recognized:
  - Greatest Improvement
  - Highest Rate
- Bonuses can be used for a wide range of projects.
Loving Support Award of Excellence

• An award program to recognize exemplary local WIC breastfeeding programs, provide models to motivate other agencies to strengthen their breastfeeding promotion and support activities, and ultimately increase breastfeeding initiation and duration rates among WIC participants.
WIC Today