

---

Hi,

This week's Friday Update has important messages on new formula changes, upcoming meeting dates and World Breastfeeding Celebration activities. Be sure to take a little time to read through the bullets and to contact one of us if you have comments, suggestions or questions. Here is a success story from one of our local WIC agencies.

“This quarter, there was a grandmother that was adopting her newborn grandchild. She was very grateful for the help she was receiving from WIC. Not only the formula, but the education as well as it has been many years since she had a new born.”

Thank you for what you and your staff do every day. It makes a difference!  
Enjoy your weekend-  
Dana

## **Nutrition Services**

**Update on soy formula** - The contract with Enfamil Prosobee ends September 30, 2015 (because Mead Johnson chose not to continue it.) We'll be transitioning to Gerber Good Start Soy on October 1. Prosobee has been expired in Spirit, and can't be printed with first date to use after September 30. (Checks printed with last date to use through the end of September may have Prosobee on them- so there will be one month (through October 30) when stores will see both types of checks - Prosobee or Gerber Good Start).

I will be sending each of you the list of infants receiving Prosobee in your area, and calling each of you to find out your plan for transitioning over.

Gerber Good Start is packaged differently than other formulas we've used. Although the powder is very similar, the concentrate comes in 12.1 oz cartons (not 13 oz cans), and the ready to feed comes in 4-8.45 oz cartons (not 32 oz bottles). The number of cans per package for concentrate and RTF will be updated in Spirit so checks can be issued August 1<sup>st</sup> for October 1<sup>st</sup> use.

Attached is a handout for staff to use when talking with participants who may receive either the soy concentrate or the ready to feed. Also attached is a small poster on the formula change to post, the letter for families and the mixing suggesting handout. Other resources will be sent out in next Friday's update. Vendors have been notified. A formal letter will go out to doctors. Please call or email with suggestions [Jennifer.johnson@alaska.gov](mailto:Jennifer.johnson@alaska.gov). This is our third formula change in 3 years- so maybe we're getting good at it?

**Update on soy formula 2-** As we approach the change in soy formula, we've been looking at the numbers. The number of infants receiving soy formula in the concentrate form is low. As a result, we've decided to drop the requirement for stores to stock concentrate soy formula. You will still be able to prescribe concentrate soy formula- but as with prescribing any usual formula (like ENPR formula) it's a good idea to work with your local store so they know the unusual checks are coming. Please send comments and suggestions to Jennifer Johnson at [jennifer.johnson@alaska.gov](mailto:jennifer.johnson@alaska.gov)

**Fall Coordinator's Meeting-** The dates for the fall meeting are Sept. 21-23 at the Frontier Building in Anchorage. We will not have a hotel block. The meeting is being planned now, so please send idea for topics you're interested in, or topics you'd like more training on- to Jennifer Johnson at [Jennifer.johnson@alaska.gov](mailto:Jennifer.johnson@alaska.gov) . Looking forward to seeing everyone in the fall!

**Infant CVV for MOV-** as you know, we requested to be able to give the fresh fruits and vegetable option to infants on the MOV- even though we'd have to send canned fruits and vegetables. We wrote up a request with supporting documentation (rural infants are also transitioning to foods with more texture and consistency). Our request was denied. Infants receiving MOVs will continue with all infant fruits and vegetables. Please contact Jennifer Johnson at [jennifer.johnson@alaska.gov](mailto:jennifer.johnson@alaska.gov) with questions or suggestions.

## Clinic

### Clinic Outreach List

The most recent Medicaid outreach list from June is available on the SPIRIT Utilities site. Please contact Dana Kent if you have questions. [Dana.kent@alaska.gov](mailto:Dana.kent@alaska.gov) or 465-5322.

### World Breastfeeding Celebration

Have an event planned? Looking for ideas? Be sure to use your WBW packets which were mailed to you in June and sent to you via email on July 10<sup>th</sup>. The packets contain many helpful resources and ideas for celebrations.

For additional resources this year:

- World Breastfeeding Celebration banners were mailed out to your agencies Monday, July 20<sup>th</sup>. The new banners are reusable and provided to WIC by the Alaska Breastfeeding Coalition (ABC). Be sure to send pictures of your events in front of your new WBC banners to [dana.kent@alaska.gov](mailto:dana.kent@alaska.gov), as a thank to ABC from WIC. Pictures will be forwarded on to the ABC.
- The 2015 World Breastfeeding Awareness governor's proclamation is attached and can also be located at the Governor's website: <http://gov.alaska.gov/Walker/press-room/proclamations.html>.

For more information or suggestions contact [dana.kent@alaska.gov](mailto:dana.kent@alaska.gov) or 465-5322.

## Nice to know (but very important!):

**Nutrition Education in other languages:** Here are links to nutrition education in several Asian Languages (you may have to cut and past the link into your browser:

<http://cwh.berkeley.edu/resource/asian-language-nutrition-and-physical-activity-brochures-cambodian-chinese-hmong-korean-la-0>

# Brochures: Asian Language Nutrition and Physical Activity - Cambodian, Chinese, Hmong, Korean, Laotian, Vietnamese, English

The Asian Language Nutrition and Physical Activity Brochures project published a series of culturally sensitive and relevant educational materials that can help immigrant parents understand how they can adapt to a new environment and food supply in a way that will foster the health and welfare of their children. Brochures are available in Cambodian, Chinese, Hmong, Korean, Laotian and Vietnamese, with English translations.

Each title in the PDF is followed by a blank page, which is followed by the English translation.

Brochure titles include:

Healthy Food Options: What to Eat More Of and What to Eat Less Of

Fast Food & Soft Drinks: How to Make Healthier Choices  
Healthy Weight for My Child  
Children Need to Play & Move Their Bodies Everyday  
Balancing TV & Computer Time with Play Time

## **Caseload**

See “Retaining WIC Clients After the Child Turns One” attachment. There are some good pointers in this article from Warm Regards the WIC Automated Reminder Messaging e-Newsletter. Some “take-a ways” are:

“Results suggest that WIC’s provision of infant formula and participants’ breastfeeding decisions played a significant role in the early exit from the program. Households in which the mother breastfed for a longer time were less likely to exit WIC.

Based on the data collected, the primary target groups for retention are:

- Participants with delayed enrollment until after their child is born.
- Non-breastfeeding participants.
- Participants not receiving Medicaid

What can be done to address these groups so that they see the value in WIC beyond formula benefits?  
Before the child turns one, it is important that the mom feels a sense of belonging to her WIC clinic. She needs to enjoy the value provided to her from WIC and to have formed a relationship prior to the child turning one."

For more information read the attachment and contact Dana Kent at [dana.kent@alaska.gov](mailto:dana.kent@alaska.gov) or 465-5322.

Dana Kent RD, LD, IBCLC  
WIC Clinic & Breastfeeding Coordinator  
DHSS, DPA, Family Nutrition Programs, WIC  
130 Seward St.  
Juneau, AK 99801  
Phone: (907) 465-5322  
Fax: (907) 465-3416

*Breastfeeding doesn't leave a carbon handprint...just healthy lean tomorrows.*



*Photograph is from the Anne Geddes Calendar Collection*

July 31, 2015

*Dear WIC Families:*

Congratulations! Awaiting the birth of a baby is exciting. Many questions may be crossing your mind. An important question is: How do we feed our baby?

✚ Breastfeeding is the perfect food for your baby for many reasons:

- Easy to digest
- Helps to keep your baby from getting sick
- Available 24-7
- Free
- Allows you to get more free foods from WIC
- Allows you to get support and a breast pump from WIC

✚ If you choose to bottle feed your baby, we want to let you know that beginning October 1, 2015 Alaska will be offering two formulas- the milk based formula Similac Advance and the soy based formula Gerber Good Start. We will no longer be offering Enfamil Prosobee.

✚ Babies who have a medical reason to receive special/medical or non-contract formula may get special approval with a prescription from the baby's doctor, nurse practitioner, or physician's assistant to receive medical or non-contract formula from WIC.

Talk with your doctor, hospital nursery staff, and your WIC staff as you decide how to feed your baby. We want to help support your decision.

You WIC Staff



Revised July, 2015

# STATE OF ALASKA



## *Executive Proclamation by Governor Bill Walker*

WHEREAS, breastfeeding is one of the most powerful preventive measures a mother can take to promote the health of her infant, including reducing the child's risk for becoming overweight or obese. Breastfeeding lays a foundation for health throughout childhood and even into adulthood; and

WHEREAS, breast milk is the only perfectly suited, natural nutrition for infants; it is easily digested and contains antibodies from the mother that pass to the infant, providing protection from illness, including asthma, diabetes, ear infections, and allergies, and more. Healthier infants require fewer health care interventions, and studies show that breastfeeding can reduce health care costs; and

WHEREAS, support from the community, health care providers, employers, and family members can help ensure breastfeeding success; and

WHEREAS, employers can lower health care costs and absenteeism by supporting breastfeeding employees; and

WHEREAS, breastfeeding is recommended as the optimal nutrition for infants by the American Academy of Pediatrics, the United States Surgeon General, the Centers for Disease Control and Prevention, the American Congress of Obstetricians and Gynecologists, Academy of Family Physicians, Academy of Nutrition and Dietetics, National Association of WIC Directors, UNICEF, WHO and the Alaska Department of Health and Social Services.

NOW THEREFORE, I, Bill Walker, GOVERNOR OF THE STATE OF ALASKA, do hereby proclaim August 2015 as:

### *Breastfeeding Awareness Month*

in Alaska, and encourage all Alaskans to learn more about the benefits of breastfeeding and how to support breastfeeding families.

Dated: July 17, 2015



A handwritten signature in blue ink that reads "Bill Walker".

*Bill Walker, Governor  
who has also authorized the  
seal of the State of Alaska to  
be affixed to this proclamation.*

## Butcher, Clay (HSS)

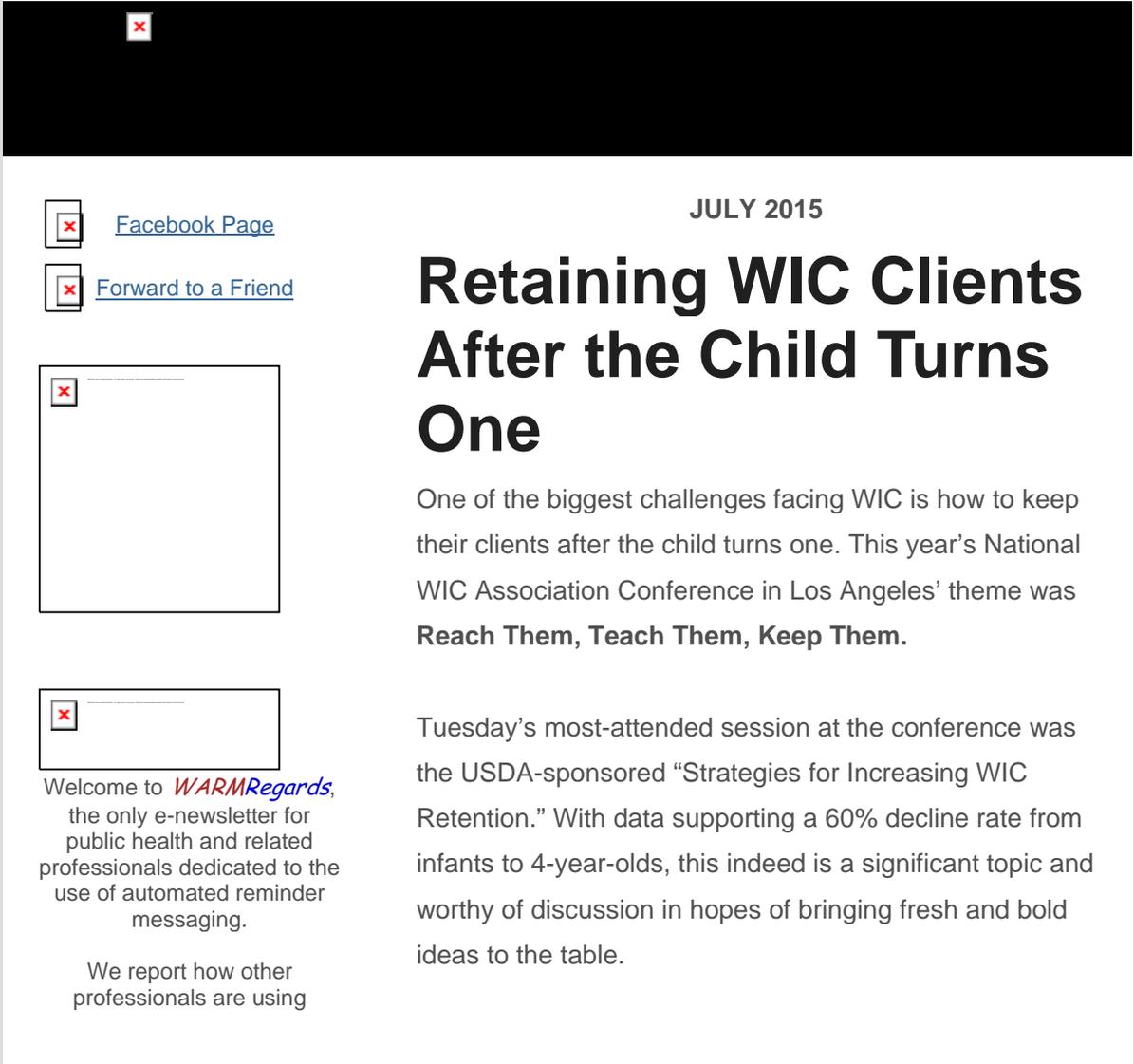
---

**From:** Kent, Dana L (HSS)  
**Sent:** Friday, July 24, 2015 2:59 PM  
**To:** Kent, Dana L (HSS)  
**Subject:** Retaining WIC Clients After the Child Turns One

---

**From:** Kent, Dana L (HSS)  
**Sent:** Thursday, July 23, 2015 4:45 PM  
**To:** Carrillo, Rebecca N (HSS)  
**Subject:** For Friday Update

[Nice to know \(but very important!\):](#)



The screenshot shows an email newsletter interface. At the top left, there are three icons with red 'x' marks, each followed by a link: 'Facebook Page', 'Forward to a Friend', and a third icon with a red 'x' mark. Below these is a large empty rectangular box with a red 'x' icon in the top-left corner. Further down is another empty rectangular box with a red 'x' icon in the top-left corner. To the right of these elements, the date 'JULY 2015' is displayed. The main title of the newsletter is 'Retaining WIC Clients After the Child Turns One' in a large, bold, black font. Below the title, the text reads: 'One of the biggest challenges facing WIC is how to keep their clients after the child turns one. This year's National WIC Association Conference in Los Angeles' theme was **Reach Them, Teach Them, Keep Them.**' Below this, another paragraph states: 'Tuesday's most-attended session at the conference was the USDA-sponsored "Strategies for Increasing WIC Retention." With data supporting a 60% decline rate from infants to 4-year-olds, this indeed is a significant topic and worthy of discussion in hopes of bringing fresh and bold ideas to the table.' At the bottom left of the newsletter content, there is a small red 'x' icon followed by the text: 'Welcome to *WARMRegards*, the only e-newsletter for public health and related professionals dedicated to the use of automated reminder messaging. We report how other professionals are using

technology to increase participation and improve the delivery of services. We report on new developments in technology, applications and federal, state and local issues. We report on real-world experiences regarding appointment reminders, EBT benefits and other applications. We highlight best practices and tips-of-the-trade, and report actual outcomes. A new issue will be sent not more frequently than once-per-month.

To subscribe to *WARMRegards* please [click here](#)

US Netcom Corp  
[www.usnlive.com](http://www.usnlive.com)  
888-910-3329



Proud Member

To have any hope of finding a solution, we need to know why they drop out. Some advocates worry that needy mothers aren't bothering to enroll in WIC or are dropping out because food stamps are easier to get and easier to use. Food stamps are now provided on an unobtrusive debit-like card, whereas states have until 2020 to provide WIC benefits that manner. In many states, WIC benefits are still given as vouchers.

WIC applicants also have different hurdles to clear before they can get their benefits. For example, they must be seen by a health professional such as a physician, nurse, or nutritionist who determines whether the individual is at nutrition risk. Sometimes the applicant must go to a WIC clinic for a free examination; in other cases, the information is obtained from the family's own doctor.

The average American on food stamps today gets \$134/person a month. The average monthly WIC amount is \$47. Benefits for infants under WIC are better: typically \$100 for the infant and \$50 for the mother.

However, USDA data suggests a different reason for the high drop-out rates after a child turns one. An [Investigation of Delayed Entry and Early Exit / ERR-109 Economic Research Service/USDA](#) reports the following types of households were more likely than others to exit WIC after their child turns one:

- Households with higher income.
- Households in which mothers are more educated and were employed after the child's birth.
- Mothers who did not breastfeed and those who breastfed for less than 6 months.

Interestingly some of these groups overlap with delayed enrollment into WIC until after their child is born. The

same USDA study shows that the following types of households were more likely than others to delay participating in WIC until after their child was born:

- Households with higher income and those with private insurance.
- Households in which the mother has a college degree and was employed the year before giving birth.
- Households in the Northeast and those in urban areas with a population of at least 50,000.

By contrast, Medicaid recipients were much less likely to delay WIC enrollment until after having a child and less likely to exit after their child turned one.

27.8% of moms report that they no longer needed the benefits once their child turned one. Approximately 33% believed they were no longer eligible to receive WIC benefits after their child turned one, even though roughly 90% of postnatal-infant participants retained eligibility after the child turned one. Not breastfeeding and a shorter duration of breastfeeding by the mother were associated with a greater chance that the household would leave WIC because the household no longer needed the benefits. The other two explanations for WIC exits indicated that the household was challenged by the effort required to participate in WIC. Living in the South or the Northeast was associated with a higher likelihood of exiting WIC, due to transportation issues/time to access the clinic. 26.2% report the benefits are not worth the time.

Results suggest that WIC's provision of infant formula and participants' breastfeeding decisions played a significant role in the early exit from the program. Households in which the mother breastfed for a longer time were less

likely to exit WIC.

Based on the data collected, the primary target groups are:

- Participants with delayed enrollment until after their child is born.
- Non-breastfeeding participants.
- Participants not receiving Medicaid.

What can be done to address these groups so that they see the value in WIC beyond formula benefits?

Before the child turns one, it is important that the mom feels a sense of belonging to her WIC clinic. She needs to enjoy the value provided to her from WIC and to have formed a relationship prior to the child turning one.

**Reach Them:** First, ensure they make those appointments. There is very strong evidence to support that sending automated appointment reminders increases show rates, particularly if by text and personalized for her language and appointment. Look for a reminder program which can incorporate that important personalization by importing data from your software program. Also, look for one which will deliver messages seamlessly to cell phones by text and land lines by phone, ensuring you reach all active numbers. Remember, a text is opened and read within three minutes.

However, consider this: engaging WIC clients only four times throughout the year is not enough to foster a relationship with WIC. It is only one more to-do in her never-ending task list. When the financial benefit ends, it is all too easy to quit WIC. There needs to be more to help moms connect.

Before the child is one, it is important to create routine touchpoints, to actively and proactively engage moms on a regular basis. Use her favorite media methods to regularly communicate interesting and informative information.

**Teach Them:** This is a prime time for utilizing electronic technology to promote the benefits of breastfeeding and offer encouragement during tough times, such as back-to-work. Statistics show that moms who breastfeed longer tend to stay on WIC after their child turns one. Consider automated text nutrition education outreach programs, which use the data from your software to specially tailor messages to the child's age and the current WIC status.

Maintain a good social media presence and let her know it exists. Millennials love opportunities to speak out and share information. It will help them foster a stronger connection towards their WIC clinic. For more information, check out [Using Social Media and other Electronic Technologies to Connect with WIC Moms.](#)

Hold special, fun events and be sure she is aware of them. Baby fairs, mommy-and-me lunches on a voucher pick-up day, brown bag recipe sharing in the park, holiday parties, and other fun, low-cost events are each a way for moms to connect further with WIC and have fun, compared to just coming for the appointment to check off another task.

Be sure they know about these events. Read the amazing story from Brenda Foreman, Columbus Co Georgia WIC Director, who promoted the local Farmer's Market using her One Call Now/US Netcom WIC Communication Service.

"I have a clinic with 8,000 participants. Last week – July 10<sup>th</sup>, 2015 – we were having a Farmer's Market for this clinic. We had done quite a bit of advertising for the event – radio announcements, a newspaper article, and we put a reminder notice in each participant's WIC folder. We started promptly at 8:00am and had a long line. By 9:00, we had printed checks for 250 clients and we had served everyone. We had allotted 600 checks for this clinic. I was hesitant to send a text message to 8,000 people, but I decided to go ahead and do it. So, I went to my One Call system, typed a short message reminding clients about the Farmer's Market going on "Right Now," and said there was NO LINE, NO WAIT. The message went out around 9:30am. In about 15 minutes, the waiting room was full and people were in line outside waiting to come in. They came that quickly. My staff asked me what happened. I whispered, 'I sent a text message to all of our clients.' By 3:00, we had issued checks to 685 people."

**Keep Them:** Beyond routine engagement, social media, and fun events to help foster relationships before the child turns one, it also needs to be convenient for moms to access their WIC benefits. A couple of great studies from Maricopa County AZ WIC and MN WIC discuss overcoming barriers to WIC participation by offering walk-in clinics and changing clinic hours. [State Agency Research for Increasing WIC Participation and Retaining Caseload.](#)

A great study conducted by CT WIC piloted cross-collaboration with Head Start. The program showed increased WIC caseloads and identified lessons learned. A WIC staff quoted, "Regarding HS survey to families: We identified at least 20 families who were either never on WIC or had been terminated from failure to recertify/pick up checks. What a boost in caseload this will be over time!" <https://s3.amazonaws.com/aws.upl/nwica.org/wic->

[hs-cross-collaboration-presentation-5-11-15-final.pdf](#)

In summary, while there is no magic bullet to keep them coming after the child turns one, creative methods will definitely help. Remember to focus on your at-risk groups identified above, be creative, communicate routinely, keep them engaged, and have fun.

For past *WARMRegards* issues, such as “How to Use Personalized Text to Retain Caseload” and “How to Use Text Messaging to Reduce Child Obesity,” Please go to <http://www.usnlive.com/resources.html>.

---

Want to visit with us about a topic in this or a previous issue?  
Do you have a topic to suggest for a future issue?

***WARMRegards***

888-910-3329

[important@usnlive.com](mailto:important@usnlive.com)

For Our **Resources Reference Library Web Page** [click here](#)

---

[forward to a friend](#)

*Copyright © 2015 US NETCOM, All rights reserved.*

You are receiving this email because you or one of your associates or your state agency provided us with your e-mail address. If you received this email in error, please use the unsubscribe link.

**Our mailing address is:**

US NETCOM

411 Walnut Street #6464

Green Cove Springs, FL 32043

[Add us to your address book](#)

[unsubscribe from this list](#) | [update subscription preferences](#)

# Gerber Good Start Soy



**Powder: 12.9 oz can**

- Mixes the same
- Mix: 2 oz water to
- 1 scoop powder



**Concetrate: NEW SIZE!**

- Mixes the same-
- 12.1 oz formula,  
add 12.1 oz water
- Makes 24.2 oz total



**Ready to feed: NEW SIZE!**

- 8.45 oz each,
- Packages of 4  
(33.8 oz total)

## Infant Formula Change

The Alaska WIC Program is changing its SOY FORMULA to **Gerber Good Start Soy**. If your baby is on an Enfamil Prosobee formula now, you may want to slowly switch him/her to

### Here's how to start:



Mix 6 ounces of your baby's regular formula +  
(Prosobee)



In another bottle, mix 2 ounces of the new formula. Add the 2 ounces to the 6 ounces.

Make and feed all the bottles for the baby like this for 2-3 days.

### Next:



Mix 4 ounces of your baby's regular formula +



In another bottle, mix 4 ounces of the new formula. Add the 4 ounces of regular formula to the 4 ounces of the new formula.

Make and feed all the bottles for the baby like this for 2-3 days.

### Next:



Mix 2 ounces of your baby's regular formula +



In another bottle, mix 6 ounces of the new formula. Add the 6 ounces to the 2 ounces.

Make and feed all the bottles for the baby like this for 2-3 days.

### Finished!

*After that the baby should be able to take the new (**Gerber Good Start Soy**) formula with out mixing in any of the old (**Enfamil Prosobee**) formula.*

WIC believes breastmilk is the best nutrition for babies.

Contact a WIC personnel, breastfeeding peer counselor, La Leche League or a health care provider for breastfeeding support.

## Alaska WIC Soy Formula change effective October 1, 2015

**Ending**  
**September 30, 2015**



**Starting**  
**October 1, 2015**



**Still Available :**  
**Similac Advance**

