

California WIC Food Package Summit Leveraging the Rollout with Clear Communications

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Dairy Council of California

- Nutrition education and communications
 - Children Preschool through High School through classroom
 - Adults through Health Professional Community
 - Direct to Consumers through *Meals Matter* website
- Total diet approach to support people making nutrient-rich food choices from **all** of the food groups: fruits, vegetables, low-fat dairy, whole grains, lean meats
- State government entity funded by dairy producers and processors through a voluntary assessment
- Staff of around 45 to 48 situated in four offices in state; about half of that is professional staff

Exciting new aspects to WIC package



New Aspects of Milk Allotments in Package

- Allowable amounts match the US Dietary Guidelines recommendations – 2-3 cups each day
- Only lower fat versions allowed → 2%, 1% and Fat-free
- Reduction in amount of cheese that can be substituted for fluid milk
- Acceptable milk alternatives include lactose-free milk, soy beverage and tofu

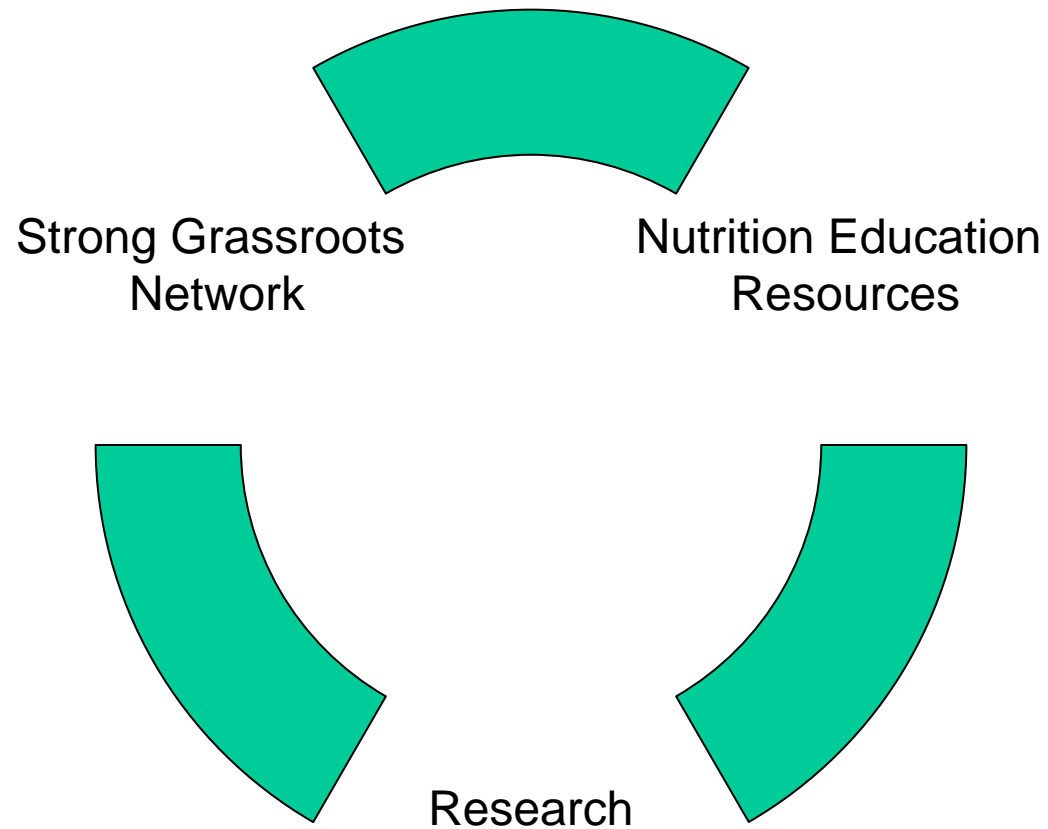


Clarifying Misperceptions re: Milk

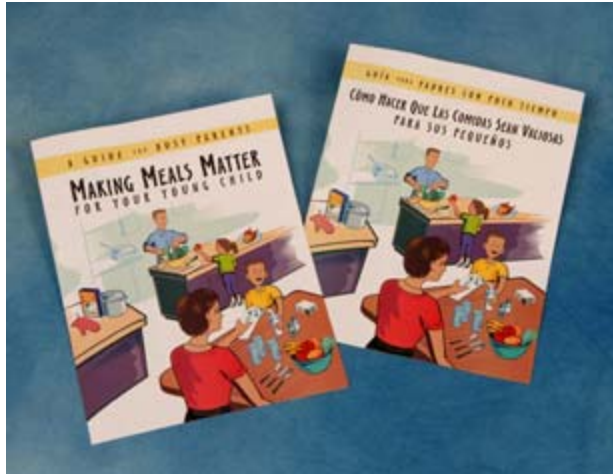
- Lower fat milks are lower in nutritive value
- Lower fat milks don't taste good
- Anyone with lactose intolerance *must* eliminate milk from their diet



Collaborative Efforts with WIC



Nutrition Education Resources



- Development of educational resources specifically targeted to WIC population
 - Programs...Tip Sheets...Posters...In-store dairy shopping guide?
- Development/distribution of recipes highlighting many of new foods accommodated through WIC package

Bocadillos Saludables para la Casa y la Escuela

Los bocadillos elegidos inteligentemente son una magnífica forma de cumplir con los requerimientos nutricionales que pueden faltar en las comidas.

Los niños pueden necesitar los bocadillos para obtener suficientes calorías (energía) durante el día. De allí la importancia de elegir alimentos saludables que añadan nutrientes como vitaminas y minerales a su dieta.



Lácteos

- Queso para deshebrar y fruta
- Licuados de leche o de yogur con jugo y pedazos de plátano o fresas
- Albarricoque o yogur con fruta (fresca o de lata)
- Nieve, yogur congelado o regular con fruta fresca
- Leche sin grasa o con 1% de grasa
- Leche de sabor sin grasa o con 1% de grasa (chocolate o fresa)

Ideas de bocadillos rápidos y nutritivos:

Frutas y Verduras

- Verduras crudas con yogur bajo en grasa, albarricoque o humus
- Zanahorias bebé
- Apio
- Pepino
- Manzanas y queso, peras y otra fruta fresca
- Puré de manzana en porción de bocadillo

Granos

- Galletas integrales con queso o crema de cacahuete
- Cereal integral con leche
- Hojuelas de arroz de sabores (como caramelo o manzana con canela), con crema de cacahuete de maíz con salsa
- Papitas horneadas o tostaditas de maíz con salsa
- Palomitas—infladas con aire o bajas en grasa hechas en el microondas
- Palitos de pretzel y leche

- **Research**

- Viability of adding yogurt as an additional milk alternative
- Assessing how WIC participants use their food package and whether they are meeting Dt. Guidelines recommendations for dairy, fruits, vegetables and whole grains

- **Grassroots Network**

- Support in training WIC personnel re: new WIC food package and role they can play in program success
- Facilitating taste testings, samplings of lower fat milks

Key Questions

- What aspects of the food package specific to milk do you think participants will need the most help understanding and/or implementing?
- What sorts of educational materials will be the most needed? The most helpful? What features re: educational materials should we keep in mind?
- How could we best support local agency staff?
 - Print handouts, programs?
 - Posters or other “support” resources?
 - Recipes?
 - Tastings?
 - Training for WIC staff?
- What partnerships do you see as strategic for Dairy Council to pursue?