NEBRASKA WIC PROGRAM
Helping families be healthy!

ABOUT WIC
- Special Supplemental Nutrition Program for Women Infants and Children
- Began in 1972
- USDA-Food and Nutrition Service
- Lower income families
  - 185% of the poverty level
  - 85% of WIC participants participate in Medicaid
- Required to have a Nutrition risk

Nebraska WIC Program
- 13 Local WIC Agencies
- Served 55,934 participants in 2018

THE POPULATION WIC SERVES
- Pregnant women
- Breastfeeding women
- Non-breastfeeding women
- Infants up to their 1st birthday
- Children up to their 5th birthday

THREE MAJOR BENEFITS OF THE WIC PROGRAM
- Supplemental Foods
- Referrals
- Nutrition Education

SUPPLEMENTAL FOODS
- Diary: Milk, Yogurt, Cheese and Evaporated Milk
  - Soy Milk and Lactose Free milk
- Whole Grains: Pasta, Bread, Rice
- Cereal
- Beans and Peanut Butter
- Eggs
- Fresh Fruits and Vegetables
- Infant formula/cereal/baby food
- Canned Tuna and Salmon

HEALTH CARE REFERRALS
Staff must make referrals to health related and public assistance programs based on a client’s and their family’s needs and interests.
Each Agency is required to make a list of community resources.
Examples of Referrals made in the WIC program:
- Breastfeeding promotion and support services, i.e. Milkworks, La Leche League
- Child care centers
- Immunizations
- Dentists
- Physicians and other health care providers
- Shelters and food pantries
- Low Hemoglobin
NUTRITION EDUCATION

Participant Centered

Based on:
- Anthropometrics
- Hemoglobin
- Nutrition Interview
- Participant Category

Motivational Interviewing: Focuses on exploring and resolving ambivalence and centers on motivational processes within the individual that facilitate change

MOTIVATIONAL INTERVIEWING: O.A.R.S.

O. Open ended questions
  - Invite elaboration and thinking more deeply about an issue
  - Explore reasons and possibilities for change

A. Affirm
  - Help participants feel change is possible
  - Reframing behaviors or concerns

R. Reflective listening
  - Helps to express empathy
  - Focus on the negatives of the status quo and the positives of making change

S. Summarizing
  - Communicates interest, understanding and calls attention to important elements of the conversation

GOAL SETTING

- At WIC, we are required to help the participant to set a goal
- Goals for WIC should be focused on nutrition, health, wellness and physical activity
  - If mom is focused on other types of goals, try to focus her attention more on a nutrition/health goal
  - If there is a nutrition risk, we want to consider setting goals that will help reduce this risk.
- Setting goals that are more specific really helps with follow up
  - Assess the progress mom made in reaching her goal and then can adjust the goal/plan accordingly

NUTRITION EDUCATION: Common education topics by participant category

PREGNANCY
- Weigh at each trimester
- Anticipatory Guidance about Breastfeeding
  - Skin to skin
- Nutrition
  - Folic acid vitamins
  - Eating from all of the food groups
  - What foods to limit/avoid
- Dentition
- Tobacco, Alcohol or Substance Abuse

BREASTFEEDING/NON-BREASTFEEDING WOMEN
- Exclusive and Mostly BF stay on program longer
- Enhanced Food package (Exclusively BF Moms)
  - Tuna and/or salmon
- Breastfeeding Support
  - Nutrition
    - Eating a balanced diet
    - Physical Activity
    - Importance of Folic Acid
  - Maternal Mental Health
  - Dentition
INFANTS

1-3 months:
- Wet and poopy diapers
- Breastfeeding times
- Formula type, amount and frequency

4 months:
- Anticipatory guidance about solids

6 months:
- Baby food and cereal
- Practicing with a sippy cup

9 months:
- Table foods
- Use of sippy cup

CHILD-1 YEAR OLD

Whole milk
- Offering food from all of the food groups
- Appropriate serving sizes
- Weaning the battle

CHILDREN (2-5 YEARS)

Low fat milk
- Using a regular cup
- Parents provide, kids decide

BREASTFEEDING SUPPORT AND EDUCATION

- Present exclusive breastfeeding as the norm for all mothers and babies
- Posters display women breastfeeding in the clinic
- A private room is available for breastfeeding
- Are eligible to participate in WIC longer than non-breastfeeding mothers
- Receive a larger food package than non-breastfeeding mothers

Breast pump program:
- To help support the initiation and continuation of breastfeeding
- Offer several types of breast pumps

Breastfeeding Peer Counselor Program (BFPC):
- Peer to peer breastfeeding support
- Peer to be WIC participant or WIC eligible and have breastfed

NEBRASKA WIC OUTREACH BROCHURE

FREE NUTRITION EDUCATION RESOURCES

- Choosemyplate.gov
- WIC Works: https://wicworks.fns.usda.gov/
- Noodle Soup http://www.noodlesoup.com/
CONTACT INFORMATION

Narissa Scales, PhD, RD
Nebraska WIC Program Nutrition Coordinator
Narissa.scales@Nebraska.gov
402-471-0102

Peggy Trouba, MPH, RD
Nebraska WIC Program Director
Peggy.Trouba@Nebraska.gov
402-471-2781