

WIC Updates
National Advisory Council on Maternal, Infant and Fetal
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National Advisory Council 2011 Recommendations for WIC

The Council recommends that:

1. Breastfeeding:

- Breastfeeding promotion, protection, and support continue to be an integral part of the WIC program in their efforts to promote improved health of infants and their mothers.
- Statewide expansion of the peer counselor program to enable transition from prenatal to postnatal care.
- All data collected regarding programmatic and participant outcomes include data on the duration of exclusive breastfeeding in addition to current data collection.

National Advisory Council 2011 Recommendations for WIC (cont.)

2. Messaging

- The Council recommends a national public awareness and education campaign that addresses the benefits of breastfeeding, healthy foods and WIC. The campaign messages should emphasize WIC's breastfeeding promotion and support focus, its healthy supplemental food packages and provide information about the benefits of WIC Program participation. The campaign should appeal to a broad audience, e.g., policy makers, general public, clients, health care providers, grandparents, etc. The campaign should utilize the messages of USDA's *Loving Support Makes Breastfeeding Work* campaign, along with other existing State agency breastfeeding campaigns (Texas' Every Ounce Counts'), and National WIC Association materials.
- To help WIC participants and the general public identify the healthy WIC approved foods in WIC authorized stores, the Council recommends that FNS, in collaboration with State WIC Agencies, the retailer community and National WIC Association, update the policy so that the WIC Acronym and Logo be uniformly recognized nationwide.



National Advisory Council

2011 Recommendations for WIC (cont.)

4. Research and Evaluation

- The Council recommends the following:
 1. Foster the development of research partnerships with the academic/university communities to fully realize the potential of new and existing state and national data sets. Funding strategies will need to be developed.
 2. Include in all analyses, when possible, the short term and delayed benefits of programmatic initiatives. Examples include:
 - The health status of all WIC recipients at ages 5, 10, 15 years and beyond, throughout the lifespan;
 - Changes in health status before and after the implementation of the new food package and other initiatives such as breastfeeding; and
 - The impact of messaging, including the effect of WIC grocery store shelf tags.

**National Advisory Council
2011 Recommendations for WIC (cont.)**

5. Increased Commodity Supplemental Food Program (CSFP) Funding

- The Council recommended funding be increased to enable CSFP expansion in existing States and expansion into the six states that have a USDA-approved CSFP State Plan of Operation, but do not have the funds for program operation. The Council recognized the success and value of the CSFP in reaching vulnerable populations and recommended that sufficient funding be provided to make CSFP a national program.

WIC Updates

- Policy
- WIC Technology & EBT
- Nutrition Services & Breastfeeding
- Funding

Emerging Issues

- Program Integrity
- Cost Containment

Coordination Efforts



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