

Connecting with WIC Breastfeeding Services Medical Formulas Referring Families

- **Cindy Clapp MS RDN IBCLC:**
 - *PHFE WIC Deputy Director Breastfeeding Services*
- **Sagrario Nielsen MS RDN :**
 - *PHFE WIC Deputy Director Nutrition Service and Projects*
- **Blanca Vargas MPA RDN :**
 - *PHFE WIC Senior Manager, Outreach Department*

June 20, 2024



Objectives :

- Explain available breastfeeding services and support for eligible WIC families
- Review current process for requesting therapeutic formula for our most special infants and children on WIC
- Review our current Hybrid WIC services
- Share examples on how we actively engage with families remotely and in-person
- Farmers Market: WIC families receive \$30
- Demonstrate how families can begin the enrollment process on our public website



Breastfeeding Services at WIC



Photo courtesy: Canva



WIC lactation support and resources:

- Guidance, counseling, and breastfeeding educational materials
- Offers a variety of breast pumps
- Diverse lactation support provide culturally competent breastfeeding support



LACTATION SUPPORT



Breastfeeding Peer Counselor Program:

- Mother to mother support
- Frequent follow-up on infant feeding concern
- Provides in-person, phone, and virtual appointments

BREASTFEEDING SUPPORT GROUPS



Offered virtually every month in 6 languages:

- English
- Spanish
- Armenian
- Chinese
- Vietnamese
- Tagalog





CinnaMoms²



- Support circle for African American/Black families within WIC.
- Promotes & supports breastfeeding with WIC pregnant and postpartum participants.
- Creates a cultural space that promotes empowerment and self-transformation for Black women.

Check out the website at cinnamoms.org



BREAST PUMPS



After completing an infant feeding assessment, pumps can be offered to participants that would benefit from a pump

BREAST PUMPS CLOSET PROJECT



PHFE WIC stores Medela Symphony pumps at 8 local hospitals. These pumps can be issued to families upon LC

- CHLA assessment.
- White Memorial
- Hollywood Presbyterian
- Good Samaritan
- Emanate
- UCLA Ronald Regan
- UCLA Health Santa Monica
- Garfield Medical Center



INFANT FEEDING HELPLINE



888-278-6455

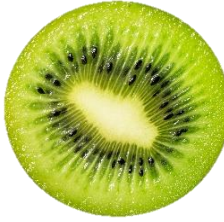
Monday to Friday 9am to 5pm

Certified Lactation Educators & Lactation Consultants are available to:

- Answer breastfeeding questions
- Help with pumps & scales
- Refer to Lactation Consultants
- Help with WIC food packages.



Medical Formulas and Nutritional Products Updates



Formula at WIC

Standard Formula: Similac



Similac Advance

Standard milk-based formula
For healthy full term infants
-Powder and
Concentrate



Similac Total Comfort

- Partially hydrolyzed milk-based
- Proteins more easily digestible
-Powder only



Similac Sensitive

- Lactose-free
- carbohydrate source
(corn syrup solids)



<https://www.cdph.ca.gov/Programs/CFH/DWICSN/CDPH%20Document%20Library/WICFoods/FormulaFlyerEN.pdf>

Formula at WIC

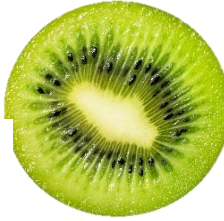
Standard Soy Formula:



Enfamil ProSobee Planted Based Formula

- ProSobee is not recommended for Preterm Infants

Medical Formulas and Nutritional Products That Require a Prescription



Requesting Medical Formula and/or Nutritional Products: Process and when to refer to WIC:



Step 1

- If Infant/Child has a current Medi-Cal Plan, medical provider will need to submit a “Prior Authorization” for the prescription product to Medi-Cal for approval
 - This means the product requested will go through the pharmacy
- **WIC Is the provider of last resort for these special products.

Step 2

- If a Pharmacy or WIC provides the special formula/product, We do require a specific WIC form to be completed
- <https://www.cdph.ca.gov/CDPH%20Document%20Library/ControlledForms/cdph247.pdf>



Requesting Medical Formula and/or Nutritional Products: Process and when to refer to WIC (continues):



- ***Step 3***

Even if the product is issued by the pharmacy, WIC needs documentation in order to issue our supplemental food items

- We will need documentation at WIC when infant turns 6 months and 12 months

12 months and older, we will need a new form every six months or more often depending if the duration noted was less than 6 months by provider.



Requesting Medical Formula and/or Nutritional Products: Process and when to refer to WIC (continues):

Step 4

- Acceptable forms of medical documentation include:
 - WIC Form (WIC Formula and Nutritional Request Form)
 - Prescription Pad
 - Hospital Discharge paperwork

Step 5:

Documentation must include: child/infant name, DOB, medical diagnosis, name of product, duration, daily amount for intake, provider signature and date. Address and contact number required as well for medical provider.



Infants/Children with no Medi-cal:

- ❖ Not all infants and children on WIC have Medi-cal. Those special cases, we will issue the product if it is a product we provide or submit a request to the our State WIC Branch office who will review the request.
- ❖ Not all medical conditions qualify for medical formulas or nutritional products through our State WIC Branch.
 - Colic
 - Constipation
 - Diarrhea
 - Spitting Up
 - Picky Eater
 - Fussy
 - Poor Appetite
 - Cramps/Gas
 - Parent/caregiver preference



Helpful Links :



- **California Department of Public Health/WIC Page for Medical Formulas and Nutritional Products:**
 - <https://www.cdph.ca.gov/Programs/CFH/DWICSN/Pages/HealthCareProviders/WorkingwithWIC/Formula.aspx>
- **Letter to the Medical Provider:**
 - <https://www.cdph.ca.gov/Programs/CFH/DWICSN/CDPH%20Document%20Library/HealthCareProviders/CDPHWICHCPLetter.pdf>
- **WIC Medical Formula and Nutritionals Request Form**
 - <https://www.cdph.ca.gov/CDPH%20Document%20Library/ControlledForms/cdph247.pdf>
- **Medi-Cal Rx website: Nutritional Products covered**
 - https://medi-calrx.dhcs.ca.gov/cms/medicalrx/static-assets/documents/provider/forms-and-information/List_of_Covered_Enteral_Nutrition_Products_v0.1_xlsx



How to Connect with WIC



www.phfewic.org

PHFE
WIC

a partner of
Heluna Health



www.phfewic.org



Questions?



PHFE
WIC



a program of
Helina Health

www.phfewic.org



Contact information:

- **Cindy Clapp MS RDN IBCLC:**
 - Deputy Director Breastfeeding Services
 - Email: Cindy@phfewic.org

- **Sagrario Nielsen MS RDN :**
 - Deputy Director Nutrition Service and Projects
 - Email: sagrarion@phfewic.org

- **Blanca Vargas MPA RDN :**
 - Senior Manager, Outreach Department
 - Email: Blancav@phfewic.org





PHFE
WIC

a part of
Heluna Health

CALIFORNIA
wic
WOMEN, INFANTS & CHILDREN

www.phfewic.org

