

OREGON WIC PROGRAM OVERVIEW

For Healthcare
Providers and Staff

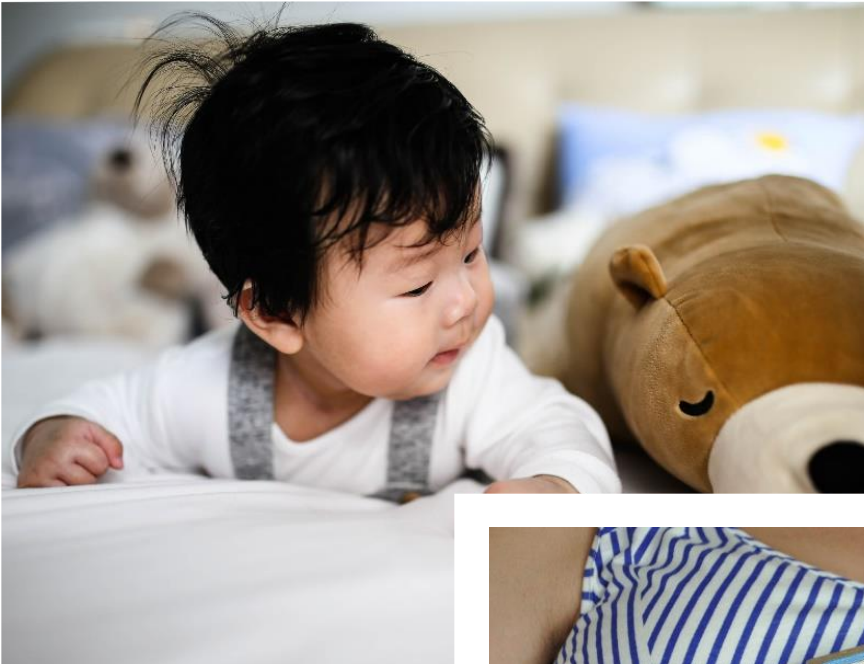




WIC is a public health prevention and nutrition education program serving those who are:

- Pregnant
- Breastfeeding or lactating
- Postpartum (up to 6 months)
- Infants and kids under age 5. Dads, grandparents, foster parents and legal guardians can enroll kids in their care
- And income eligible - those on OHP, TANF, SNAP are automatically income eligible for WIC





WIC's Reach

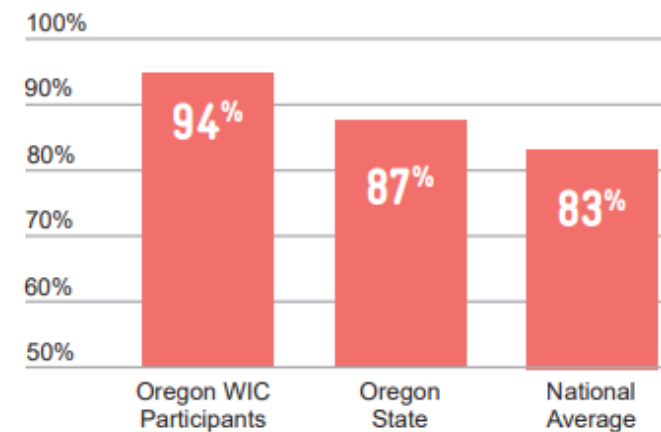
- WIC served over 114,000 Oregon women, infants and children last year
- 40% of those living in rural and remote areas used WIC during pregnancy
- 71% of WIC families are working families
- WIC is in all 36 counties with 100 clinic sites

WIC Supports Breastfeeding

- Oregon WIC's breastfeeding rates are some of the highest in the nation.
- Data shows Oregon WIC participants have 11% higher breastfeeding rates over the national average.
- WIC sees long term, exclusive breastfeeding as the desired norm and supports families in achieving their lactation goals.



PERCENT EVER BREASTFED



Data source: 2022 Oregon WIC data, CDC Breastfeeding Report Card: <https://www.cdc.gov/breastfeeding/data/reportcard.htm>

**OREGON ADMINISTRATIVE RULE
REVISION
WIC & MEDICAL FORMULA**

Oregon Administrative Rule (OAR) Revision

In 2024, the Oregon Administrative Rule [148 Home Enteral/Parenteral Nutrition and IV Services](#) was updated to include:

The Oregon Health Plan (OHP) shall be primary payer, before the Women's, Infant and Children (WIC) program, for all formula covered by OHP to treat those infants and children who are enrolled in both OHP and participating in the WIC program.

- This rule update is to comply with federal regulations and guidance from the U.S. Food and Drug Administration.
- An [OHA memo](#) was sent to CCOs about this rule change in March 2024

Trends in Accessing Medical Formula due to the rule change



- Some lack of clarity on how to support those who need medical formula.
- Providers unfamiliar with prior authorization process.
- Limited Durable Medical Equipment suppliers to fulfill orders.
- Families with medical complexities are falling between the cracks.

Desired outcome: To ensure a patient-centered approach where WIC and OHP members get the formula they need in a timely way.

Updating the prior authorization processes will take time and will require state and local WIC collaboration for care coordination.

WIC Standard Formula

- WIC provides standard infant formula. These formulas do not require a qualifying medical condition.
- OHP does not need to be the primary payer of the WIC standard formulas.
- The current standard WIC infant formulas are:
 - Similac Advance
 - Similac Soy Isomil
 - Similac Sensitive and
 - Similac Total Comfort
- WIC is a supplemental nutrition program and may not be able to provide the full amount of formula needed.



WIC Medical Formula

- WIC provides medical formulas with a completed Medical Documentation Form.
- WIC medical formulas can be provided while Medicaid issuance is being worked out. WIC wants to ensure shared patients have the formula they need.
- There are limited formulas allowed by Oregon WIC. The formulary is on page 2 of the Medical Documentation Form.
- Oregon WIC does not supply metabolic or tube feeding formulas.

wic OREGON Women, Infants and Children (WIC) Medical Documentation Form

Local WIC Clinic: _____
 Phone #: _____
 Fax #: _____
 Contact Name: _____

• This request is subject to WIC approval and provision based on program policy and procedure.
 • Please fax or return the completed form to your local WIC clinic.
 • Patient must be under the medical supervision of the provider signing this form.

A. Patient Information

Patient's name (Last, First, MI): _____ DOB: _____
 Patient/Caregiver's name (Last, First, MI): _____ Phone #: _____
 Provide WIC Dietitian consult Patient on tube feeding (provide name of formula, enteral company in section C)

B. Medical formula - Check all that are acceptable

1 ► Medical diagnosis or qualifying condition: _____
 2 ► Length of issuance: 3 months 6 months until 12 months of age other: _____ (not to exceed 12 months)
 3 ► Prescribed amount: _____ per day OR maximum allowable

INFANTS/CHILDREN		CHILDREN	
Prematurity: <input type="checkbox"/> EnfamCare <input type="checkbox"/> Neosure Extensively Hydrolyzed: <input type="checkbox"/> Nutramigen <input type="checkbox"/> Pregestimil <input type="checkbox"/> Extensive HA <input type="checkbox"/> Alimentum <input type="checkbox"/> Allow store brand Alimentum Added rice starch: <input type="checkbox"/> Enfamil AR <input type="checkbox"/> Allow store brand Enfamil AR Amino Acid: <input type="checkbox"/> Elecare Infant <input type="checkbox"/> PurAmino <input type="checkbox"/> Neocate Infant <input type="checkbox"/> Neocate Synpro <input type="checkbox"/> Alfamino <input type="checkbox"/> Neocate Nutra Renal: <input type="checkbox"/> Similac PM 6040 MCT: <input type="checkbox"/> EnfaPort	Contract Infant: <input type="checkbox"/> Advance <input type="checkbox"/> Soy <input type="checkbox"/> Sensitive <input type="checkbox"/> Total Comfort Milk-based, lactose free: <input type="checkbox"/> Pediasure <input type="checkbox"/> Nutren Jr. <input type="checkbox"/> Boost Kid Essentials 1.0 <input type="checkbox"/> Boost Kid Essentials 1.5 Extensively Hydrolyzed: <input type="checkbox"/> Pediasure Peptide <input type="checkbox"/> Peptamen Jr. 1.0 <input type="checkbox"/> Peptamen Jr. 1.5 Amino Acid: <input type="checkbox"/> Elecare Jr. <input type="checkbox"/> Alfamino Jr. <input type="checkbox"/> Neocate Jr. <input type="checkbox"/> Neocate Splash Other specialty products: <input type="checkbox"/> Kelocal 3:1 <input type="checkbox"/> Kelocal 4:1 <input type="checkbox"/> Duocal <input type="checkbox"/> Monogen <input type="checkbox"/> Portagen <input type="checkbox"/> Liguigen <input type="checkbox"/> Compleat Pediatric <input type="checkbox"/> Ensure Clear	ADULTS ONLY	
All WIC foods will be provided unless indicated below: OR <input type="checkbox"/> request WIC Nutritionist to determine foods		Children older than 12 months and adults: Omit: <input type="checkbox"/> Milk <input type="checkbox"/> Cheese <input type="checkbox"/> Eggs <input type="checkbox"/> Peanut butter <input type="checkbox"/> Other _____ Include: <input type="checkbox"/> Infant cereal in place of breakfast cereal <input type="checkbox"/> Jarred pureed infant fruits/vegs in place of fresh produce Omit: <input type="checkbox"/> Whole milk in place of lower fat for adults and children older than 23 months with qualifying medical diagnosis (must be receiving formula - no exceptions). <input type="checkbox"/> Infant cereal <input type="checkbox"/> Infant jarred fruits/vegetables Additional Instructions: _____	

D. Health care provider information

Signature of health care provider: _____ Date: _____
 Provider's name (please print): _____ MD DO NP PA ND CNM
 Medical office/clinic: _____ Clinical RD name: _____
 Phone #: _____ Fax #: _____ Email: _____

WIC Medical Documentation Form

For questions regarding this form, contact Oregon WIC State Office: 971-673-0540 57-636-ENG (02/2023)

PARTNERING WITH WIC

Why Partner with WIC

- Supports patients with:
 - Regular health & growth screenings
 - Personalized nutrition education
 - Breastfeeding and lactation support
 - A nutrient-dense, tailored food package
 - Community and health connections
- Refers to OHP! 92% those in WIC are also enrolled in OHP.
- Offers professional support – WIC staff include Registered Dietitians and Certified Lactation Consultants (IBCLCs)

Research has shown that the WIC program plays an important role in improving birth outcomes and containing health care costs.





How can WIC and healthcare staff partner to coordinate care?

Healthcare professionals can:

- Engage with WIC dietitians to have critical dialogs about patients with greater medical complexity or about formula.
- Connect with WIC for lactation resources.
- Encourage staff to refer income-eligible or OHP-enrolled pregnant women or families with kids under five to WIC. WIC refers patients to OHP.
- Collaborate with your local WIC program to determine the best way to share information on growth, lead screening or to share iron status data.
- Communicate with WIC coordinators to match messaging around responsive feeding, healthy weight and more!

Resources for medical providers

- NIC Program**
- clinic or store
- resources
- providers
- working with WIC
- approved food list
- guidelines
- resources for partners
- resources for medical providers
- report
- regulations
- resources

Working with medical providers to better serve our participants

As Oregon's premier public health nutrition program, WIC reaches almost half of Oregon's pregnant women in rural areas and serves over 110,000 women, infants and children each year. Our program helps families get the essential nutrients needed during critical times of growth and development. WIC wants to work side-by-side with healthcare providers across the state to make certain that Oregon's more vulnerable families get their healthiest start to ensure lifelong health.



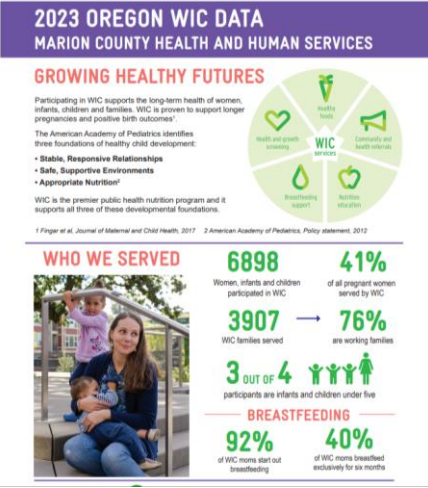
- Please contact the state WIC office at 971-673-0040 to request WIC outreach materials.
- For the location of your local WIC clinic, please see our [WIC clinics and stores](#) page.

Formula Changes March 1, 2023

- [WIC Formula Update](#) [PDF]
- Formula Choices starting March 1, 2023 [PDF]

WIC medical documentation

- [WIC Medical Documentation Form with List](#)
- [Guidance on completing the WIC Medical Documentation Form](#)
- [Oregon WIC Formulary](#) (Excel)



WIC FAQs FOR HEALTHCARE PROVIDERS & STAFF



How does the Women Infants and Children (WIC) Program support maternal and child health?

- WIC serves as a gateway to preventive healthcare. WIC screens for immunizations, growth and development, iron status, feeding patterns and more.
- WIC offers personalized nutrition education that assesses health and diet while addressing responsive feeding. WIC offers group and online nutrition, feeding and lactation classes. Staff use motivational interviewing to help participants meet health goals.
- WIC enrolls income-eligible fathers, grandparents, foster families and guardians.

Who funds and administers WIC?

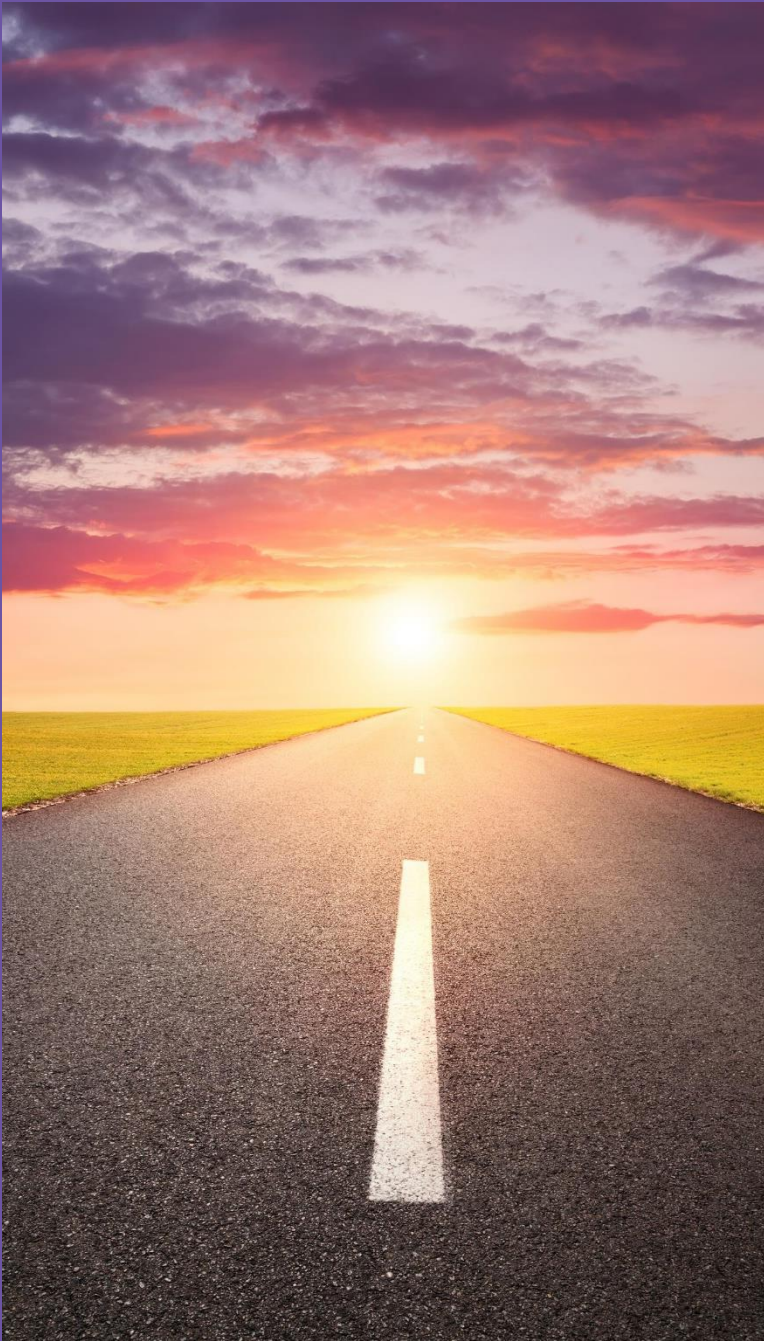
WIC is federally funded, administered by the USDA Food and Nutrition Service Program and is authorized under the Child Nutrition Act. WIC is not an entitlement program, meaning its funding is reauthorized every other year. WIC is a public health nutrition program located primarily within county health departments.

What is the value of breastfeeding in WIC?

- WIC sees long-term, exclusive breastfeeding as the desired norm, and supports patients in the following ways:
- All WIC staff are trained to provide basic breastfeeding and lactation education and support.
 - WIC Peer Counselors provide parent-to-parent support helping participants overcome common feeding challenges.

Helpful Resources

- ❖ [WIC webpage for Medical Providers](#)
- ❖ [WIC Medical Documentation Form](#)
- ❖ [WIC FAQ](#)
- ❖ [County data sheets](#)



New WIC Program initiatives coming soon...

- Nutrition Education web platform with online materials in 9 languages
- Updated WIC food package with greater flexibility to accommodate dietary, personal and cultural food preferences
- New rules for WIC online shopping