

IMPROVED WIC FOOD PACKAGE FOR 1-4-YEAR-OLDS (2009)

Implementing the 2009 changes to the Special Supplemental Nutrition program for Women, Infants, and Children (WIC) food package for children (ages 1-4 years) to better align with dietary guidelines.

WHAT POPULATION BENEFITS?

Children ages 2-4 who participate in the WIC program.

WHAT ARE THE ESTIMATED BENEFITS?

Relative to not implementing the strategy

Promote healthy child weight.



✓ **Promote healthy child weight**

➔ *More details available on the CHOICES National Action Kit at choicesproject.org/actionkit*

WHAT ACTIVITIES AND RESOURCES ARE NEEDED?

Activities	Resources	Who Leads?
Oversee WIC food package change activities at the federal level	<ul style="list-style-type: none"> Time for National WIC Project Officer to oversee and manage the food package change 	National WIC Project Officer
Oversee and manage the food package change in each state	<ul style="list-style-type: none"> Time for state WIC agency program staff to oversee and manage the food package change, including communicating the changes to WIC-eligible retailers and providing technical assistance to local WIC agencies 	State WIC Program Staff
Update and maintain state information management systems	<ul style="list-style-type: none"> Time for state database administrator to update and maintain the state's information management system to reflect food package changes 	State WIC Agency Database Administrator

IMPROVED WIC FOOD PACKAGE FOR 1-4-YEAR-OLDS (2009) *(continued)*

WHAT ACTIVITIES AND RESOURCES ARE NEEDED? *(continued)*

Activities	Resources	Who Leads?
Update retail store space, products, shelf tags, and equipment	<ul style="list-style-type: none">• Cost to print and install shelf tags for grocery items that changed WIC eligibility due to the food package change• Time for store managers at small stores to reorganize shelf space to allocate space for WIC-eligible products• Cost of refrigeration equipment at small stores that require new refrigeration equipment to store newly WIC-eligible products• Time for store managers at small stores to add and acquire new products that meet WIC eligibility	WIC-approved Retailers
Train store managers and employees in all WIC-eligible stores on the food package changes	<ul style="list-style-type: none">• Time for store managers to attend trainings held by state WIC offices, set up systems in the store to ring up new WIC-eligible items, and answer questions from store employees• Time for store employees to attend trainings	State WIC Program Staff
Communicate information about the food package changes to consumers in stores	<ul style="list-style-type: none">• Production costs for in-store communication materials (posters, fliers) about the food package change	National WIC Project Officer

FOR ADDITIONAL INFORMATION

Kenney EL, Lee MM, Barrett JL, Ward ZJ, Long MW, Cradock AL, Williams DR, Gortmaker SL. Cost-effectiveness of improved WIC food package for preventing childhood obesity. *Pediatrics*. 2024 Jan 1;153(2):e2023063182. doi: 10.1542/peds.2023-063182.

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- ✓ Explore and compare this strategy with other strategies on the CHOICES National Action Kit at choicesproject.org/actionkit

SUGGESTED CITATION

CHOICES Strategy Profile: Improved WIC Food Package for 1-4-Year-Olds (2009). CHOICES Project Team at the Harvard T.H. Chan School of Public Health, Boston, MA; March 2024.

Adapted from the TIDieR (Template for Intervention Description and Replication) Checklist

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