

WIC Food Package Changes – “Difficult” Questions

1-16-09

What? Anticipate the common (and potentially difficult or negative) questions around the upcoming food package changes

Why? To develop consistent responses that support a participant centered approach and foster discussion rather than resistance.

When? Can be used at any point in a WIC clinic appointment by any staffperson both prior to and during food package implementation.

How? Uses techniques from Emergency Preparedness (“50 Questions”) and Elevator speeches to frame responses, stay on message, and limit length of response.

Process:

- 3 points
- 9 seconds
- 27 words

1. **First:** reflect back an emotion
2. **Second:** State a fact
3. **Third:** Indicate what you can or are going to do for the participant.

An example: Why am I getting less formula now than I got from WIC before? (parent of a 9 mo old)

1. You’re worried you may not have enough formula.
2. Most babies need less formula at this age as they eat more solids.
3. Today you’ll receive baby foods and cereal.

Some Possible Questions:

Infants:

1. Why does the exclusively BF infant get more baby foods than the partially BF or fully formula fed infant?
2. Is breast milk less nutritious than formula, since the exclusively BF infant gets infant meats as well as fruits and vegg, while the babies getting formula only get fruits/vegg?
3. Why does the older infant get less formula than before, and less than the younger infant?
4. How do I use jar baby meats?

5. My baby doesn't like _____[infant cereal, infant f/v, infant meats]_____ - do I have to buy it?
6. Why is there no juice in my vouchers for my baby?
7. My baby doesn't like (or doesn't use) jar baby foods – can I just get more formula?
8. Why can't I get organic jar baby foods?

Breastfeeding woman:

1. Why can't I have a can of formula in the first month?
2. (related to #1): My doctor gave me a prescription for 2 cans of formula for my newborn. I'm still BF so why can't I get this formula and still get my same foods?
3. I'm still breastfeeding – why do I get less food (or no food at all) if my baby gets more formula?
4. Why does my breastfed baby get all of this jar infant food – does my breastmilk need supplementing?
5. Why are you giving me baby meats for my breastfed baby? Does he need it?

Children:

1. Why do I need an Rx for: soy milk? Whole milk?
2. Why do we now get less: eggs? Cheese?
3. My child will not drink low-fat milk – why can't I get whole milk for him?
4. Is low-fat milk as nutritious as vitamin D milk?
5. What do I do with the voucher for fruits and veggies as my child won't eat them?

Pregnant and Postpartum Women:

1. Why do I have to only get low-fat milk? My family and I only drink vitamin D milk.
2. Why do I get less: eggs? cheese? Juice?

3. If I can get organic fruits and vegetables, why can't I get other organic foods like organic milk?
4. Why don't I get foods now even though I'm still breastfeeding? (for a mom who is only doing some breastfeeding and her infant is receiving more formula)
5. Why is WIC giving out less formula?

Providers & Partners:

1. Why do I have to write a prescription for: soy milk? Whole milk?
2. Why do my patients get less formula for their infants than they used to from WIC?
3. Why are WIC clients coming to the Food Bank asking for more infant formula?
4. Why can't WIC families buy white potatoes with their WIC fruit and veggie voucher?
5. Why is WIC still providing juice?
6. Why do participants only get a cash voucher for fruits and vegetables and not for other foods?

WIC Staff: *What "difficult" questions do you think your staff will have?*