WIC Link
Edition
December 2019
Volume 14, Issue 12
GROWING HEALTHY FUTURES

How well can you explain a label?

Many of the things we ask caregivers to change about the way they feed their children depends on them understanding food labels.

- Reducing added sugars
- Getting more fiber
- Eating fewer trans fats
- Getting enough calcium

Nutrition Facts

8 servings per container
Serving size 2/3 cup (55g)

Amount per serving	
Calories	**230**
	% Daily Value*
Total Fat 8g	**10%**
Saturated Fat 1g	**5%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 160mg	**7%**
Total Carbohydrate 37g	**13%**
Dietary Fiber 4g	**14%**
Total Sugars 12g	
Includes 10g Added Sugars	**20%**
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 240mg	6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Labels can be tricky to read, which is why the required label format is changing. Most foods will have the new labels by 2020 and the rest will in 2021.

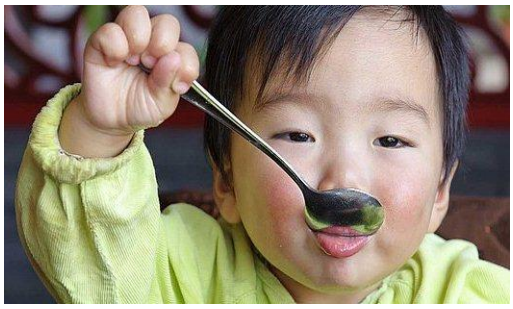
The new labels have 4 simplified sections:

- **Serving sizes** that are related to what most people eat, rather than what is a recommended serving, so you know what you are getting.
- **Calories** in bigger font so they are easy to see.
- **Daily values** so you can compare foods that are higher or lower in fat, sugars, and sodium.
- **Nutrients** that are commonly low in our diets.

You might want to be able to share this information with caregivers. Here are some resources that may help:

- Downloadable graphic explaining labels
- Downloadable quick tips for label reading
- Label reading resources from FDA, including handouts, a video, and toolkits
- Basic Nutrition Part 2 Online Module

It's what's inside that counts! Participants might be interested in learning more about reading a label so they can make informed choices about food. You may use nutrition-focused counseling skills to offer education about how to read a basic food label. This can help a participant identify a great next step!



U.S. Babies, Toddlers, Consuming Added Sugar

From CalWICA eNewsletter

Nearly all American toddlers and about two-thirds of infants consume added sugar, despite nutritionists' recommendations that children avoid sweetened foods and beverages, according to a recent government study. Researchers using data from the CDC found that from 2011 to 2016, 98 percent of toddlers ages 12 to 23 months consumed added sugar in fruit drinks, baked goods, candy and ready-to-eat cereals. The researchers also found that about 60 percent of infants up to 11 months old consumed added sugar in yogurt, baby snacks and flavored milk, among other foods - about one teaspoon of sugar per day.

The Washington Post ran an article "Sweet excess: How the baby food industry hooks toddlers on sugar, salt and fat" if you want to read more.

I'm glad you asked: What should we recommend kids drink?

There are so many suggestions about what is good for kids to drink and what isn't, it can be really confusing to know what to suggest to parents. We now have clear recommendations from some of the nation's leading health and nutrition organizations on what drinks are best for the healthy growth and development of kids ages five and under. These recommendations were developed by experts at the Academy of Nutrition and Dietetics, the American Academy of Pediatric Dentistry, the American Academy of Pediatrics, and the American Heart Association under the leadership of Healthy Eating Research and with funding from the Robert Wood Johnson Foundation. You can find the complete report, along with fun, informative materials like videos and printouts at HealthyDrinksHealthyKids.org.

For now, here's a quick snapshot of the recommendations.

- **All children five and under** should avoid drinking flavored milks (e.g., chocolate, strawberry), toddler formulas, plant-based/non-dairy milks (e.g., almond, rice, oat), caffeinated beverages (e.g., soda, coffee, tea, energy drinks) and sugar- and low-calorie sweetened beverages (e.g., "diet" or "light" drinks, including those sweetened with stevia or sucralose), as these beverages can be big sources of added sugars in young children's diets and provide no unique nutritional value beyond eating a balanced diet and sticking to water and milk.
- **0-6 months:** Babies need only breast milk or infant formula to get enough fluids and proper nutrition.
- **6-12 months:** In addition to breast milk or infant formula, offer a small amount of drinking water once solid foods are introduced to help babies get familiar with the taste - just a few sips at meal times is all it takes. It's best for children under 1 not to drink juice. Even 100% fruit juice offers no nutritional benefits over whole fruit.
- **12-24 months:** It's time to add whole milk, which has many essential nutrients, along with plain drinking water for hydration. A small amount of juice is ok, but make sure it's 100% fruit juice to avoid added sugar. Better yet, serve small pieces of real fruit, which are more nutritious and satisfying.
- **2-5 years:** Milk and water are the go-to beverages. Look for milks with less fat than whole milk, like skim (non-fat) or low-fat (1%). If you choose to serve 100% fruit juice, stick to a small amount, and remember adding water can make a little go a long way!

Learn More!

A note about milk alternatives

Evidence indicates that, with the exception of fortified soy milk (like WIC allows), many plant-based, non-dairy milk alternatives lack key nutrients found in cow's milk. Our bodies may not absorb nutrients in these non-dairy milks as well as they can from dairy milk. Unsweetened and fortified non-dairy milks (like WIC soy beverage) may be a good choice if a child is allergic to dairy milk, lactose intolerant, or is in a family that has made specific dietary choices such as abstaining from animal products. It's important to ensure that a child's overall diet has the right amounts of the key nutrients found in milk, such as protein, calcium, and vitamin D, which are essential for healthy growth and development.

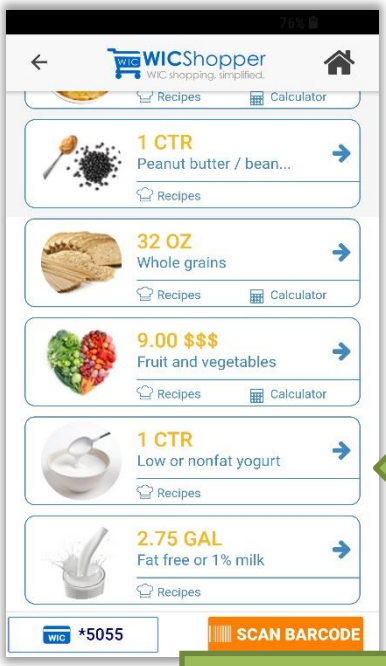
Your WIC nutritionist is a great resource to answer your questions about milk alternatives.

How do these recommendations differ from what you currently suggest to families?

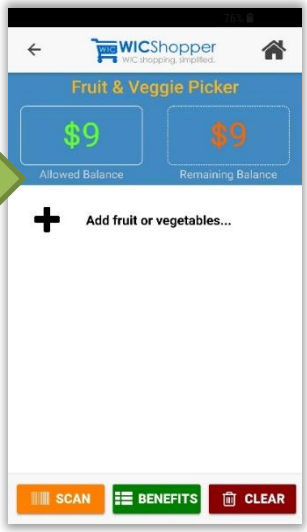
The WICShopper App now has a calculator for whole grains and fruits and veggies!

Showing cardholders how to use new features on the WICShopper App is a great way to find out how shopping is going. Helpful hint: encourage shoppers to open the app before they walk into a store. This will help the features load.

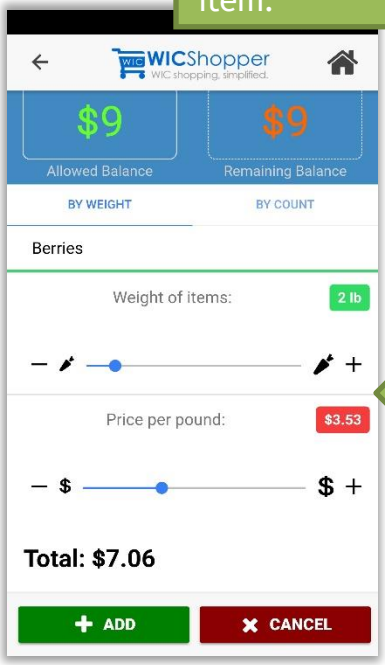
Register card # 6102870000115055 to demonstrate on your phone.



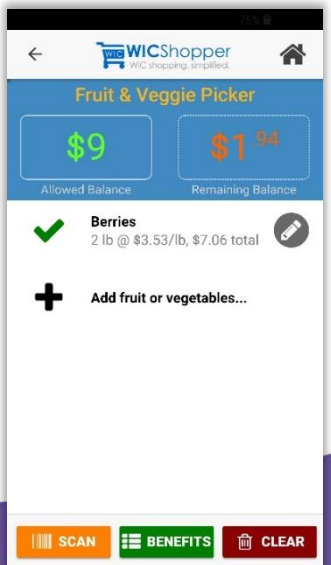
1. After clicking on Benefits, select a calculator.



2.Balance shows. Click + to add an item.



3. Type in item. Use sliders or +/- for weight and price.



4. Click add to see remaining balance available.

Staff News

Representative Bonamici visits Washington Co. WIC Clinic

Richard Lau, Washington Co. RDN, is shown here talking with Bonamici during her November visit. WIC staff were able to talk about their partnership with Community Action, recent co-location in Tigard, and the important services they provide in the community. Bonamici expressed her support for WIC and her passion for advocating for WIC at the federal level. Consider inviting local, state, or federal elected officials to visit your clinic.

Creative bulletin board in Klamath Co.

Check out the way Klamath Co. WIC staff included many of the WIC foods in a message for the new year.

Send Kim McGee photos of what is going on in your clinics and we will share them in future WIC Link newsletters!