**Possible**

WIC Formula Transition

May 10, 2012
Communication Plan

• Breast is Best!
• Bid should be announced by June 1, 2012.
  – Change is effective October 1st!
  – Companies who don’t win may protest which could delay process.
  – Clients may already have FIs for September, October & November by the time contract is finally announced.

• ADHS will be prepared with all transition educational materials *JUST IN CASE*
## Possibilities

### 3 Main Contractors and Potential Formulas

<table>
<thead>
<tr>
<th></th>
<th>Abbott</th>
<th>Mead Johnson</th>
<th>Nestle/Gerber</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Milk-based:</strong></td>
<td>Similac Advance</td>
<td>Enfamil Premium Infant</td>
<td>Gerber Good Start Gentle</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Gerber Good Start Protect</td>
</tr>
<tr>
<td><strong>Lactose-Reduced Milk-based:</strong></td>
<td>Similac Sensitive for Fussiness &amp; Gas</td>
<td>Enfamil Gentlease</td>
<td></td>
</tr>
<tr>
<td><strong>Soy-based</strong></td>
<td>Similac Soy Isomil</td>
<td>Enfamil ProSobee</td>
<td>Gerber Good Start Soy</td>
</tr>
<tr>
<td><strong>Toddler – Milk-based</strong></td>
<td>Similac Go &amp; Grow</td>
<td>Enfagrow Premium</td>
<td>Gerber Good Start 2 Gentle</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Gerber Good Start 2 Protect</td>
</tr>
<tr>
<td><strong>Toddler – Soy-based</strong></td>
<td>Similac Go &amp; Grow</td>
<td>Enfagrow Soy</td>
<td>Gerber Good Start 2 Soy</td>
</tr>
</tbody>
</table>

**Bureau of Nutrition and Physical Activity**

*Health and Wellness for all Arizonans*
Policies

• Immunocompromised and/or ill infants **will not have to transition** to new formula.

• Clients on AHCCCS who do not currently have AHCCCS as the primary payer may be encouraged to pursue coverage (does their child meet 2 of 7 AHCCCS Policy 430 criteria?) so as not to have switch their infant’s formula.

• Special formulas (i.e., FP3) are not affected by this change.
Policies, cont.

- Contract formulas that are currently rebated will become non-contract formulas if we transition to a new formula.
  - In order to stay on same formula, must have diagnosed medical condition (i.e., Rx with diagnosis, formula name, type & duration) in which a change of formula would put the infant at medical & nutritional risk for poor outcome.
  - LA nutritionist & State WIC nutritionist approval
  - **NOTE:** gassiness, fussiness & spit-up are not acceptable reasons.
Policies, cont.

• Medical providers may ask about giving clients a Rx for what will become the contracted formula so client wouldn’t have to switch = not OK.

• Amount of formula will remain the same but # of containers may change.
Policies, cont.

• Pregnant women will still only be encouraged to breastfeed & formula info given only if requested.
Communications

• AIM will be programmed with new contract formula and food packages built accordingly.

• Vendors will be alerted via special WIC Alert & minimum stock requirements will change in time for new FIs.

• Articles on WIC formula change will be created for partner & other provider magazines & distributed.
Communications, cont.

• Formula transition plan will be communicated to
  – WIC Directors (who will need to train front-line staff)
    • You should receive your packages within 45 days of notification, drop-shipped, staff would start issuing new formula FIs in July
  – Hospitals
  – MDs
  – AHCCCS
  – Children’s Rehabilitative Services (CRS)
  – Affected participants (AIM query) **done by clinics**
Communications, cont.

• Follow-up communications with stakeholders to ensure smooth transition.
# Usefulness of Materials Used in 2007

3. How useful were the following materials that were produced last time?

<table>
<thead>
<tr>
<th>Material Description</th>
<th>Very useful</th>
<th>Useful</th>
<th>Not very useful</th>
<th>Not at all useful</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>FAQs for physicians</td>
<td>33.3% (36)</td>
<td>48.1% (52)</td>
<td>12.0% (13)</td>
<td>6.5% (7)</td>
<td>108</td>
</tr>
<tr>
<td>FAQs for WIC staff</td>
<td>44.2% (50)</td>
<td>50.4% (57)</td>
<td>4.4% (5)</td>
<td>0.9% (1)</td>
<td>113</td>
</tr>
<tr>
<td>Formula Transition Policies and Chart</td>
<td>44.7% (51)</td>
<td>43.0% (49)</td>
<td>8.8% (10)</td>
<td>3.5% (4)</td>
<td>114</td>
</tr>
<tr>
<td>Talking Points for staff</td>
<td>42.2% (40)</td>
<td>45.0% (49)</td>
<td>11.9% (13)</td>
<td>0.9% (1)</td>
<td>109</td>
</tr>
<tr>
<td>Folder inserts/handouts for clients alerting them about new formula</td>
<td>56.1% (64)</td>
<td>37.7% (43)</td>
<td>2.6% (3)</td>
<td>3.5% (4)</td>
<td>114</td>
</tr>
<tr>
<td>Bookmark with side by side photos of current formula and new formula</td>
<td>71.7% (81)</td>
<td>24.8% (28)</td>
<td>1.8% (2)</td>
<td>1.8% (2)</td>
<td>113</td>
</tr>
<tr>
<td>Handouts for clients about how to transition to a new formula</td>
<td>60.5% (69)</td>
<td>32.5% (37)</td>
<td>4.4% (5)</td>
<td>2.6% (3)</td>
<td>114</td>
</tr>
<tr>
<td>Crystal and Discoverer reports identifying clients (within a good certification)</td>
<td>35.0% (40)</td>
<td>44.1% (49)</td>
<td>15.3% (17)</td>
<td>4.5% (5)</td>
<td>114</td>
</tr>
</tbody>
</table>

Answered question: 116

Skipped question: 127

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Bureau of Nutrition and Physical Activity

Health and Wellness for all Arizonans
Bookmark with Photos

WIC believes breastmilk is the best nutrition for babies.

WIC formula changes to Similac products effective

**October 1, 2012**

**WIC Formula Replacements**

<table>
<thead>
<tr>
<th>Old If you get</th>
<th>New You will get</th>
</tr>
</thead>
<tbody>
<tr>
<td>Similac Advance</td>
<td>Similac Advance</td>
</tr>
<tr>
<td>Similac Soy Isomil</td>
<td>Similac Soy Isomil</td>
</tr>
<tr>
<td>Similac Sensitive</td>
<td>Similac Sensitive</td>
</tr>
</tbody>
</table>

Please talk to the WIC staff if you have any questions.
This institution is an equal opportunity provider.

WIC considers la leche materna como el mejor alimento para su bebe.

La fórmula de WIC cambia a productos de Similac a partir del

**1 de Octubre de 2012**

**Reemplazos de Fórmula de WIC**

<table>
<thead>
<tr>
<th>Antes Si usted obtiene</th>
<th>Después Usted obtendrá</th>
</tr>
</thead>
<tbody>
<tr>
<td>Similac Advance</td>
<td>Similac Advance</td>
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<td>Similac Sensitive</td>
</tr>
</tbody>
</table>

Favor de hablar con el personal de WIC si usted tiene preguntas.
WIC es un proveedor de igualdad de oportunidad.

Bureau of Nutrition and Physical Activity

Health and Wellness for all Arizonans
Electronic Letters to Providers

• Physicians, Maternal/Child Coordinators, Hospitals
• Adopt - A - Doctor?
• Will be distributed to providers via email through their professional association listserves.

• Table at :
  – Arizona Academy of Pediatrics conference
  – Arizona Perinatal Trust conference
Bottom Line

• We’ll let you know ASAP.

• Breast is best!

• We will get through this together. We’ve done it before!