



WIC FORMULA CHANGES: QUESTIONS AND ANSWERS FOR PHYSICIANS

WIC promotes breastfeeding as the best nutrition for babies. Breastfeeding is recommended for at least 12 months and as long as desired by both baby and mom after that. Breastmilk is the best food, especially during this time of transition.

If any of your patients need breastfeeding help, please have them call 1-800-833-4642 for 24-hour breastfeeding assistance. If they are enrolled in the WIC Program, they can also get help in person at a local WIC clinic.

- 1. Why is WIC no longer offering Similac[®] Sensitive[®], Similac[®] for Spit Up, and Similac[®] Total Comfort[™] without a prescription?**
 - These three formulas are changing formulation from 20 kcal/oz to 19 kcal/oz. As a result, these formulas no longer meet government-regulated nutrient content standards to be eligible for WIC without a prescription. Participants who have been on these formulas are encouraged to transition to one of our WIC contract formulas (Similac[®] Advance or Enfamil[®] ProSobee[®]) if possible.
 - Infant formulas given by WIC are all approved for infant feeding and meet government-regulated nutrient content standards.
 - Similac[®] Sensitive[®], Similac[®] for Spit-Up, and Similac[®] Total Comfort[™] will still be available but only with a prescription.

- 2. When will the change in WIC formula take effect?**
 - The change is effective April 1, 2014.
 - All current products available without a prescription will continue to be available through March 31, 2014. Only Similac[®] Advance[®] and Enfamil[®] ProSobee[®] will be available without a prescription starting April 1, 2014.

- 3. Starting April 1, 2014, what formula will my patient receive from WIC?**
 - Participants will be able to receive Similac[®] Advance[®] and Enfamil[®] ProSobee[®] without a prescription.
 - Similac[®] Sensitive[®], Similac[®] for Spit-Up, and Similac[®] Total Comfort[™] will now require a prescription in order to be issued to clients.
 - Special formulas are not affected by this change.

WIC Formula Changes: Questions and Answers for Physicians (Continued)

4. **My patient is doing so well on a formula (Similac[®] Sensitive[®], Similac[®] for Spit Up, and Similac[®] Total Comfort[™]) being discontinued by WIC. Does he/she have to change formulas?**
 - If possible, we are encouraging participants to change formulas to Similac[®] Advance[®] or Enfamil[®] ProSobee[®]. WIC believes infants will continue to do well on one of these. However, if an infant needs to continue on Similac[®] Sensitive[®], Similac[®] for Spit-Up, or Similac[®] Total Comfort[™] for a medical reason, they will be available with a prescription.
 - Similac[®] Advance[®] and Enfamil[®] ProSobee[®] are available to WIC participants without further paperwork.
5. **Can my patient stay on Similac[®] Sensitive[®], Similac[®] for Spit Up, and Similac[®] Total Comfort[™] if I write a prescription?**
 - Yes, infants that need Similac[®] Sensitive[®], Similac[®] for Spit-Up or Similac[®] Total Comfort[™] will be able to get these formulas for a medical reason with a prescription.
6. **What about similar formulas?**
 - Other formulas that are similar to Similac[®] Advance[®], Enfamil[®] ProSobee[®], Similac[®] Sensitive[®], Similac[®] for Spit-Up, and Similac[®] Total Comfort[™] cannot to be given to participants, even with a prescription. These formulas such as Enfamil[®] Gentlelease[®], Enfamil A.R.[®], Gerber[®] Good Start[®] Gentle and Gerber[®] Good Start[®] Soothe are outside of the WIC rebate contract and are not an option for healthy infants.
7. **What about special formulas?**
 - Special formulas are not affected by this change. Special formulas include those used for specific medical conditions such as prematurity, severe allergies, and metabolic conditions. These will still require a prescription.
8. **What is needed on the prescription so the WIC Program can provide the special formula?**
 - Diagnosis, formula name, formula type (i.e. ready to feed, powder, concentrate), duration, and any additional instructions necessary.
9. **How do I help new moms?**
 - If your patient is currently pregnant or has just delivered, promote breastfeeding as it is recommended by the American Academy of Pediatrics and the American Academy of Family Physicians. You can refer them to their WIC clinic for breastfeeding support services. They can also call the Arizona 24-hour breastfeeding hotline at 1-800-833-4642 for breastfeeding assistance.

WIC Formula Changes: Questions and Answers for Physicians (Continued)

- 10. How do I help my patients who are currently formula feeding transition to the new brand of formula, if there is no reason to prescribe them the old formula?**
- Encouraging partially breastfeeding moms to switch to exclusively breastfeeding is recommended strongly. The 24-hour breastfeeding hotline or the WIC clinics can provide assistance.
 - If they are not exclusively breastfeeding, you can assist formula-fed babies to gradually switch from Similac[®] Sensitive[®], Similac[®] for Spit Up, and Similac[®] Total Comfort[™] by transitioning the formulas as explained in the attached handout.
- 11. If I write a prescription today for Similac[®] Sensitive[®], Similac[®] for Spit Up, and Similac[®] Total Comfort[™], will my patient be able to continue on that formula after April 1, 2014?**
- Yes. Only with a prescription will participants be able to continue on these, beginning April 1, 2014.
- 12. Will my patient receive the same amount of formula?**
- Yes, the amount of formula provided will remain the same.
- 13. Who do I contact if I have further questions?**
- For the Arizona WIC Program, contact Karen Henry, Food Package Specialist, at 602-364-0451 or karen.henry@azdhs.gov.
 - For the ITCA WIC Program contact Brandy Warwick-Thier, WIC Nutrition Coordinator at 602-258-4822 or brandy.warwick-thier@itcaonline.com.