

WIC Connects One-to-One with Milk!

Change happens often in WIC! Starting October 1, 2014, WIC will be offering only 1% or fat free (skim) milk for women and children age 2 years and older (exceptions are RD determined, food package 3 with medical need). Here's how you can use your participant centered services skills to assist participants during the transition to 1% or fat free milk:

Ask an Open-Ended Question

Examples:

- What low fat or nonfat dairy products have you tried before?
- What have you heard about the health benefits of decreasing saturated fat and cholesterol in dairy products?
- What are your thoughts about switching to 1% or fat free milk with your WIC purchases?
- If you were to try using 1% or fat-free milk in cooking, what information would be helpful?
- Tell me if and how (child's name) has ever tried 1% or fat free milk?

Affirm

Examples:

- You did a great job transitioning to a healthier choice in the past by going from drinking whole milk to 2% milk.
- You're quite knowledgeable about the health reasons for decreasing saturated fat and cholesterol.
- You do very well searching for healthy options for your family when shopping.
- You already have some great ideas about how you might do this.
- That's great (child's name) drank whole milk up until now since that's what's recommended until age 2.

Reflect

Examples:

- You're feeling unsure about how your family will accept 1% or fat free milk.
- Things that are important to you when shopping are taste, cost and nutrition.
- It sounds like you have mixed feelings about needing to switch to 1% or fat free milk with WIC purchases.
- So you're already comfortable with the idea of trying using 1% or fat-free milk in cooking.
- You're worried 1% milk won't have enough calories for (child's name) to grow well.

Exchange Information (Educate)

Ask permission before offering advice or information about what has worked for others. Focus on the positive, offer ideas and options. Listen; let the participant decide what will work for them. Watch out for words that can provoke resistance (you shouldn't, you can't, you need to, you have to, you must...). Below are some examples of information you might discuss.

- Starting October 1, women and children age 2 and older can purchase milk that is 1% or fat free with WIC checks.

Consumer-tested USDA core nutrition messages:

- There's no power like Mom Power. You're a positive influence in your children's lives. Help them develop healthy eating habits for life. Offer them 1% or fat free milk.
- Mom is a child's first teacher. You teach by doing. Every time you drink 1% or fat free milk you're giving your kids a lesson in how to eat for better health. It's a lesson they can use all their lives.
- Strong bodies need strong bones. Give your preschooler 1% or fat free milk at meals and snacks. It's packed with vitamins, minerals, and protein for strong, healthy bones.
- Milk matters. Children of every age (and adults, too) need the calcium, protein and vitamin D found in milk for strong bones, teeth and muscles. Serve 1% or fat free milk at meals and snacks.
- They're still growing. Help your kids grow strong. Serve 1% or fat free milk at meals.

USDA ideas for using 1% or fat free milk:

- Prepare snacks and meals together. One idea is to make smoothies. Blend together milk, your child's favorite fruit or 100% fruit juice, and fat free yogurt.
- Add milk to some of your child's favorite foods, such as soups and oatmeal. For example, make creamy tomato soup instead of classic tomato soup by adding milk.
- Make it fun. Help your child put a scoop of cut up fruit in a bowl. Add milk with a touch of vanilla extract. Then add whole-grain cereal on top for some crunch. Kids love this tasty and healthy snack.
- Keep it quick and easy. Pour milk over whole-grain cereal.
- Keep milk in the refrigerator for snacks. A frosty glass of milk tastes great and is an easy way to refuel kids after play.
- Make it special. On cold days, enjoy hot milk with cinnamon and a touch of vanilla extract.

Additional ideas for using 1% or fat free milk:

- Make scrambled eggs with milk.
- Use milk to make sauces.
- Prepare instant pudding mix with milk and spoon over sliced fruit.
- For a treat, make a milkshake, hot cocoa or flavored milk.

For parents who are concerned their child needs whole or 2% milk to have enough calories:

- Encourage parents to look at a child's overall dietary intake. How frequently is the child eating? Is it possible for the child to eat a little more often (such as an additional snack)?
- Explain the calorie difference between 2% (or whole) milk and 1% milk:
 - A child drinking 2 cups of whole milk a day will receive an additional 90 calories/day from whole milk (150 calories/cup) compared to 1% milk (105 calories/cup).
 - For children who tend to be small or need additional calories, discuss simple ways that 90 calories can be added to the child's daily intake. For example, just 1 tablespoon of peanut butter or ¼ of a

medium avocado will make up the daily calorie difference! (Make sure peanut butter is age appropriate for the child.)

- The difference is even less with 2% milk. A child drinking 2 cups a day of 2% milk will receive an additional 30 calories/day from 2% milk (120 calories/cup) compared to 1% milk (105 calories/cup). For example, just one teaspoon of peanut butter or one slice of avocado will make up the daily calorie difference!
- Some nutrient-dense ideas to increase calories include providing 3-4 healthy snacks/day; offering snacks like yogurt, cheese, pudding, smoothie, peanut butter on toast, avocado slices on whole grain crackers, trail mix, hummus on an English muffin, cooked eggs, etc.

For parents with a personal taste preference for whole or 2% milk:

- Let parents know that children often quickly adapt to a change in the type of milk. A child may not notice the difference if the parent doesn't bring the change to the child's attention.
- Milk tastes best very cold. Try chilling the glass ahead.
- Remind parents that most Head Start programs and schools now serve 1% or skim milk. Their child may already be drinking it! If not, it will help prepare their child for starting preschool or school.
- Blending milks can ease the transition. Fill a glass $\frac{3}{4}$ full of 2% milk and fill the rest with 1% milk. As the taste becomes familiar, gradually decrease the amount of 2% milk and increase the amount of 1% milk.
- Encourage parents to promote lifelong eating habits for health. The saturated fat in milk can begin to have an effect on a child's heart health starting at a young age, no matter his/her weight.

USDA recommended dairy group servings:

Age	Amount per day
1-3 years	2 cups per day
4-8 years	2 $\frac{1}{2}$ cups per day
9 years through adult	3 cups per day

The following is considered a 1 cup dairy serving:

- 1 cup (8 ounces) of milk, yogurt, pudding made with milk, frozen yogurt
- Cheese: $\frac{1}{2}$ cup shredded, 1 $\frac{1}{2}$ ounces hard, 2 ounces processed American, $\frac{1}{2}$ cup ricotta

Additional Resources:

- National Dairy Council; www.nationaldairyCouncil.org
- United Dairymen of Idaho; <http://idahodairy.org>
- USDA Choose My Plate: www.ChooseMyPlate.gov
- WIC Works; <http://wicworks.nal.usda.gov>

Next Step (Goal)

Examples:

- We've discussed several ideas today. What do you see as your next step towards making the switch to 1% milk?
- You seem comfortable with the option of using 1% milk in cooking. Tell me how you'll do that between now and your next WIC appointment.
- We've talked about reasons for switching to 1% milk and tips about how to do it. Which tips might you focus on doing between now and your next WIC appointment?

- From your comments, it sounds like blending milks together might be a workable approach for you and your family. Tell me more about when you plan to do that?
- We've talked about some possible high-nutrient snack ideas for [child's name]. Tell me about what snacks you plan to use during your weekly routine.

Summarize

Examples:

- In summary, you successfully changed to 2% milk several years ago when WIC made the switch but feel a little unsure about 1% milk. Now you plan to start using 1% milk on cereal daily for breakfast or a snack. At your next WIC appointment we'll talk about how that's working for you and your family.
- Just to summarize, you're aware there's health benefits to using 1% milk and plan to start using it in cooking at least once a day. You're going to make hot cereal, scrambled eggs or hot cocoa at breakfast, using 1% milk. During your next WIC visit we'll see how you're doing with that.
- To conclude, you've already tasted 1% milk, although you have some mixed feelings about switching. Making a smoothie once a day is the option you feel could work for your family. Next time you come to WIC we'll discuss how it's going.
- So to summarize, you're comfortable with switching to fat free milk and plan to use it in cooking from now on. You'll blend milks daily to get used to drinking it plain. During your next WIC appointment you can let me know how it went.
- In conclusion, [child's name] been drinking whole milk as recommended. You have growth concerns about switching [child's name] to 1% milk (age 2). We've discussed how nutrient-rich snacks can help. You've made a plan of healthy snacks to offer 3 times a day. At your next WIC appointment we'll check [child's name]'s growth and talk about how everything's going.

Staff Tips

- Practice your participant centered skills by following the above format to create your own examples.
- Use wording that feels positive and comfortable to you.
- When something works well for you, share the information/ideas with other staff. It might work well for them, too!
- If a participant has a medical need for 2% or whole milk, consult/schedule with an RD for further assessment to determine if the participant is eligible to receive 2% or whole milk (whole milk requires the participant receiving food package 3 and a completed medical documentation form with a medical diagnosis).
- Contact the State Office with questions/feedback: Marie Collier, collierm@dhw.idaho.gov, 208-334-5953

THANK YOU!!!