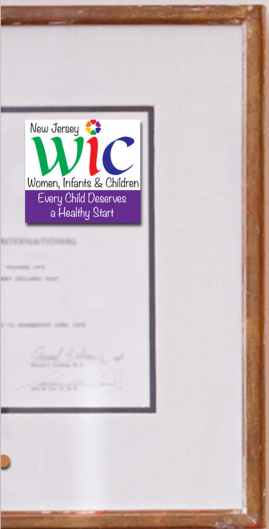


The New Jersey WIC Toolkit:

Helping Pediatric Practices Help Families



New Jersey WIC
Helps You Grow Amazing Kids
 WIC benefits are for children up to their 5th birthday, pregnant women, and breastfeeding mothers.

Shopping with WIC Saves You Money.

- Foods for Each Child**
Average value \$55 per month
- Foods for a Pregnant Woman**
Average value \$60 per month
- Foods for a Breastfeeding Woman**
Average value \$65 per month

Be the Mom you want to be!

Learn more at nj.gov/health/fhs/wic

To locate the WIC office nearest you call **1-800-328-3838 (24-hours)**

And get connected to online classes at NJWICOnline.org/

Follow us on [@NJDeptofHealth](https://www.facebook.com/NJDeptofHealth), [#NJWIC](https://www.facebook.com/NJWIC)

In accordance with federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex, disability, age, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.

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To file a program complaint of discrimination, complete the USDA Program Discrimination Complaint Form (AD-3027) found online at: http://www.usda.gov/complaint_filing_cust.html, and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

1. Mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410;
2. Fax: (202) 690-7442 or
3. Email: program.intake@usda.gov

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State of New Jersey
DEPARTMENT OF HEALTH
 DIVISION OF FAMILY HEALTH SERVICES
 PO BOX 364
 TRENTON, N.J. 08625-0364

CHRIS CHRISTIE
Governor

KIM GUADAGNO
Lt. Governor

www.nj.gov/health

CHRISTOPHER C. RINN
Acting Commissioner

Fall, 2017

Dear Colleague:

As a pediatrician, you know that every child needs a healthy diet to achieve optimal health. Children without adequate access to good nutrition get sick more often, recover more slowly, have worse overall health and are hospitalized more frequently. Lack of adequate healthy food can impair a child’s ability to concentrate and perform well in school, and is linked to higher behavioral and emotional problems through adolescence.

In New Jersey, hunger and food insecurity affects not only the traditionally underserved urban areas, but the suburbs and rural areas of our State as well.

In 2015, the American Academy of Pediatrics brought the issue of food insecurity to the forefront through its policy statement “Promoting Food Security for All Children.” The statement highlights the many reasons screening for food insecurity should become a regular part of medical visits. The Hunger Vital Sign™ screening questions are efficient, evidence-based, and may prove to be the most valuable questions you ask and address during your daily encounters with children and their families.

The Hunger Vital Sign™ screening tool identifies families as being at risk for food insecurity if they answer “always true” or “sometimes true” (vs. “never true”) to either or both of the following statements:

1. Within the past 12 months, we worried whether our food would run out before we got money to buy more.
2. Within the past 12 months, the food we bought just didn’t last and we didn’t have money to get more.

As pediatricians, you are in the unique position to identify food insecure families and advocate on their behalf by referring them to community programs and resources.

The Women, Infants and Children (WIC) Program provides checks to participants that they can redeem for nutritious foods, including vegetables and fruit, and infant formula at WIC authorized food stores in their area. Participation in WIC results in lower rates of low birth weight and preterm infants, reduced iron deficiency anemia in children, and higher initiation and duration rates of breastfeeding, which helps fight the epidemic of obesity. The NJ WIC Program has enclosed “WIC Rx Pads” and other resources to assist you in addressing the epidemic of food insecurity. Use the WIC prescription pads routinely as a simple reminder for your patients to contact the local WIC office and especially when you encounter a WIC eligible family with a positive Hunger Vital Signs Screen.

We strongly urge you to ask your patients the Hunger Vital Sign™ questions, and join us in our efforts to ensure that all children in New Jersey have reliable access to quality, nutritious foods and beverages. We look forward to continuing our work together to keep the children and families of New Jersey strong and healthy.

Sincerely,

Electra A Moses, MS, RDN
 WIC Director
 WIC Services

Jeffrey Bienstock, MD, FAAP
 NJAAP Chapter President

Shilpa Pai, MD, FAAP
 NJ WIC Advisory Council Special State Officer
 NJAAP Executive Council District Councilor

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Acknowledgements from NJ WIC and NJAAP

Shilpa Pai, MD, FAAP – for her volunteer service to NJAAP as the liaison to the NJ WIC Advisory Council, and for bringing the issue of food insecurity to the attention of pediatricians in New Jersey.

Kandy Bahadur, MD – for her passion which inspires others to embrace the work of screening for food insecurity, and her contributions to this project.

Jeffrey Bienstock, MD, FAAP; Steven Kairys, MD, MPH, FAAP; Fran Gallagher, MEd; Harriet Lazarus, MBA; and Brittany Johnson, MPH – The NJAAP reviewers who thoughtfully contributed to the development of the toolkit and offered valuable feedback.

Members of NJ WIC Advisory Council – including the leadership and members of the Outreach Committee for their interest and support, and future guidance on evaluation and sustainability.

The NJ WIC Outreach Workgroup – Kathleen Mahmoud, MS, RD and Nancy Quinn, BS, RDN, LDN and other WIC Local Agency Coordinators who assisted at every step of the project.

Special thanks to:

Jan Applebaum, Graphic Designer for his creative design, and to **Jim Wisniewski and all the members of the Printing and Graphics Team at the NJ Department of Health** for their endless dedication to meeting deadlines and attention to detail.

Patricia Mitzen, thank you for coordinating the mail distribution of the toolkit

For Additional Information, please contact:

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Email: maryann.ellsworth@doh.nj.gov

The purpose of this toolkit is to:

- Facilitate routine referral of eligible patients to WIC and other resources
- Screen for food insecurity
- Support national and state policies to increase access to adequate healthy food for all children and their families

Keeping kids healthy requires more than regular doctors' visits. When you refer income-eligible women who are pregnant, post-partum, or have infants or children up to five years old to WIC, you're helping to ensure they have wholesome food, nutrition education, and community support to keep their child healthy between doctor visits.

The New Jersey WIC Program is pleased to provide you with this toolkit. Please share it with your entire office team. We want everyone to know why WIC is a trusted community resource.

How WIC Helps:

- WIC serves working and unemployed families including students
- WIC provides healthy foods, infant formulas, and specialized nutritional supplements
- WIC offices are staffed with qualified nutritionists and lactation consultants
- WIC measures length, height, and weight every six months, and screens for anemia
- WIC staff connects families to health and social services

While WIC is so much more than a program to address food insecurity, the WIC food package does help families increase their access to healthy food. For additional information, please contact your local WIC office.

To request additional copies of the toolkit, email your request to:

WICmatters@doh.nj.gov



**NEW RESOURCE FROM FOOD RESEARCH AND ACTION CENTER (FRAC)
AND THE AMERICAN ACADEMY OF PEDIATRICS (AAP)**

Addressing Food Insecurity: A Toolkit for Pediatricians

This resource was created to help pediatricians and their practice teams screen for food insecurity, connect families to food and nutrition resources, and support national and state policies increasing access to adequate healthy food for all children and their families.

Find out more and download a copy of the toolkit at:

www.frac.org/aaptoolkit

Learn the four steps to prepare to Screen for Food Insecurity

1. Educate and train staff on food insecurity and the importance of **universal screening** and collaboration
2. Follow AAP's recommendations of screening at scheduled health maintenance visits unless needed sooner
3. Implement food insecurity screening into the daily workflow. To ensure sustainability, add it at registration or intake procedures, or into the electronic health record
4. **Show sensitivity** when screening for food insecurity. Inform patients that the practice screens all patients; normalize the screening tool questions

Don't forget to:

Decide who in your practice can help connect patients and their families to nutrition programs and food assistance. Know when you need the help of a partner.

Assess the capacity of your practice to implement strategies to address food insecurity.

This toolkit includes the combined resources of NJ WIC and NJAAP to help your team screen and address food insecurity. Use the tools provided here to help your patients connect to WIC and other resources. Just post the information in your waiting room to encourage program participation.

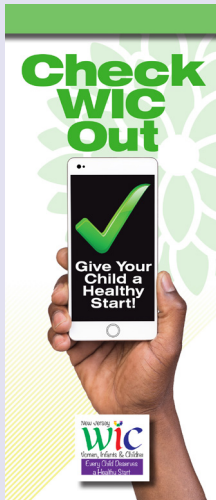
Let's start with what the toolkit says about WIC:

“ Research shows that WIC is effective in reducing food insecurity, improving dietary intake, addressing obesity, and improving other health outcomes.”

Toolkit for
Pediatric Practices

New Jersey WIC Resources

Available in English and Spanish



Brochures for Consumers

Check WIC Out Brochure

Get the basic facts on how to apply for WIC.

Provides income guidelines.

Provides contact information for WIC offices.

Learn how to apply.



NJ WIC Helps You Grow Amazing Kids Brochure

Provides tips for families with children ages 1-4.

Helps kids build confidence and enjoy kid-friendly mealtimes.

Families learn about responsive parenting, online resources for healthy eating and more.



For Physician's Use

New Jersey WIC Prescription Pads

Refer your patients to WIC using the **NEW** New Jersey WIC Prescription Pad.

Tear off a WIC Rx Sheet as a reminder to your patients that you encourage WIC participation.

Customized for WIC agencies in North, Central and Southern counties to meet your patients needs.



NJ WIC Helps You Grow Amazing Kids Poster

Display the poster in your waiting room, or other public areas to encourage WIC program participation.

To order any of these publications, email: WICmatters@doh.nj.gov.



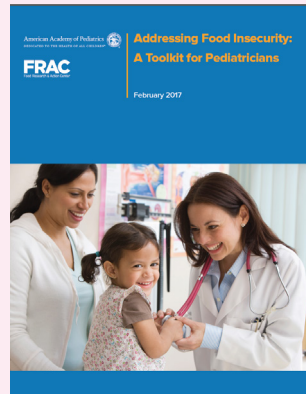
Food Insecurity Resources for Pediatric Practices



AAP Policy Statement

The American Academy of Pediatrics (AAP) recommends that pediatricians screen all children for food insecurity. The policy statement identifies the short and long-term adverse health impacts of food insecurity, and recommends that pediatricians become familiar with and refer families to needed community resources.

www.pediatrics.aappublications.org/content/early/2015/10/20/peds.2015-3301



Addressing Food Insecurity: A Toolkit for Pediatricians

A comprehensive resource on how to identify and address childhood food insecurity. The toolkit offers guidance on how to prepare to screen patients for food insecurity, including educating and training staff, scheduling regular screenings to workflow and addressing sensitivity.

www.frac.org/aaptoolkit

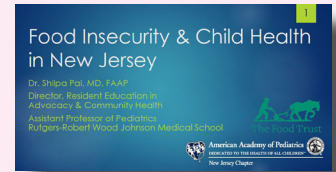


Food Insecurity Screening Poster

Display the poster in your waiting room, exam rooms, or other public areas to encourage conversations around food access, and reassure patients that the topic is safe to discuss.

English available at: <http://njaap.org/wp-content/uploads/2017/07/Food-Insecurity-Screening-Poster-English.pdf>

Spanish available at: <http://njaap.org/wp-content/uploads/2017/07/Food-Insecurity-Screening-Poster-Spanish.pdf>



MOC Part 2 Training Opportunity

Designed as a comprehensive review of childhood food insecurity as a determinant of health, this course highlights best practices for screening patients and ensuring effective referrals to social service organizations.

For more information, or to schedule a group training session, please contact NJAAP at: njchapter@njaap.org



HOW WIC HELPS THE GARDEN STATE

MISSION OF WIC

To assure healthy pregnancies, optimal birth outcomes and healthy growth and development for women, infants and children up to age 5 who are at nutritional risk, by providing nutritious foods to supplement diets, information and education on healthy eating, and referrals to health care and critical social services.

FUN FACTS

PARTNERED WITH THE FOOD TRUST TO ENSURE THAT ALL CUSTOMERS HAVE ACCESS TO AFFORDABLE HEALTHY FOOD

10% INCREASE IN THE NUMBER OF PARTICIPANTS WHO CHOSE TO COMPLETE THEIR SECOND NUTRITION EDUCATION CONTACT ONLINE

OVER 450 STATE AND LOCAL AGENCY STAFF ATTENDED THE THE 4TH ANNUAL NEW JERSEY WIC STATEWIDE MEETING

FROM OUR PARTICIPANTS

"As a first time mom, it was nice to have someone to talk to and check up on me. The NJ WIC Peer Counselor called me, she was nice, pleasant and consistent. It really helped me."

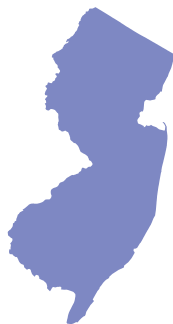
WIC Participant, New Jersey

"I enjoy talking to my customers and helping the WIC clients that come into my store. I know that they live in the community and don't have a big store to shop at so I try to be as helpful as I can and I always like to have all of my WIC foods in the store. Because I know they don't have a car to get to a big store; I win their business because of this. I love serving my community.....some of my customers do not write or read...so I help them shop for the WIC checks that they have"

Grocer Participant, New Jersey

WHO PARTICIPATES IN WIC?

New Jersey WIC Participation FY 2015



Pregnant Women	14,232
Fully Breastfeeding Women	[4,473]
Total Breastfeeding Women	13,510
Postpartum Women	9,227
Infants	36,584
Children	88,112
Total	161,664
Coverage (% eligible)	59.2%

Source: USDA FNS WIC Program Data FY2015 <https://www.fns.usda.gov/pd/wic-program>

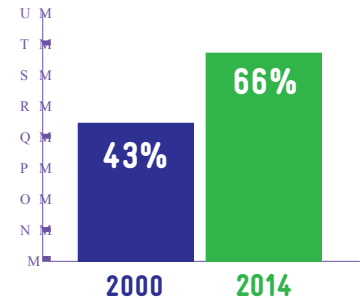
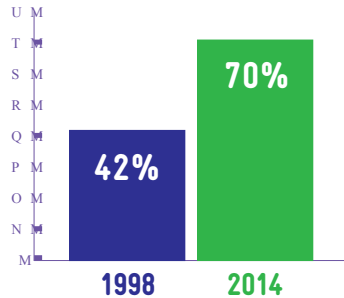
WIC IS EFFICIENT

New Jersey WIC Food and Nutrition Services Benefits FY 2015

Monthly food value per participant	\$53.48
Net federal food cost	\$103,757,360
Competitive bidding savings	\$35,729,260
Admin Cost (Nutrition Service Benefits)	\$35,987,911
Total funds to state	\$175,474,531

Source: USDA FNS WIC Program Data FY2015 <https://www.fns.usda.gov/pd/wic-program>

BREASTFEEDING



Source: USDA 2014 WIC Participant and Program Characteristics (PC) Report. PC data allows for standardized comparisons to demonstrate overall progress. Some states collect more data than required by the PC Report and may yield different and more current results than shown.

EBT STATUS

New Jersey is planning on implementing WIC EBT statewide. All state WIC programs must transition from paper vouchers to electronic benefit transfer cards (EBT) by 2020.

WIC SUPPORTS MILITARY FAMILIES

New Jersey WIC has a satellite site at Fort Dix and McGuire Air force base to certify and provide WIC benefits to military families. They also have an approved WIC vendor (Commissary) on the base.

CONTACT DETAILS

STATE WIC DIRECTOR

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50 East State Street, 6th floor
P.O. Box 364
Trenton, NJ
08625

T: 609-292-9560
E: Electra.moses@doh.nj.gov

NUTRITION COORDINATOR

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BREASTFEEDING COORDINATOR

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Trenton, NJ
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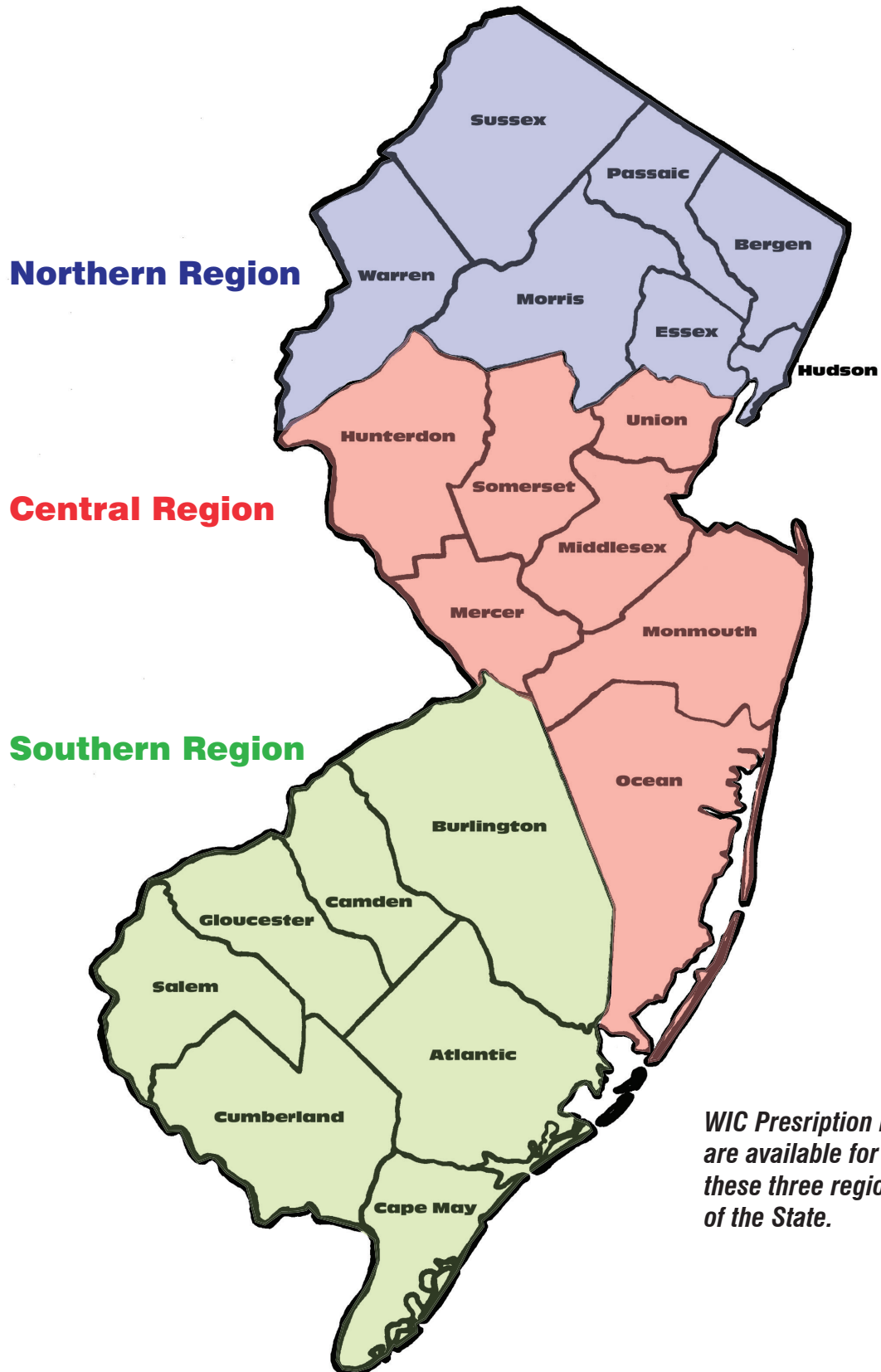
T: 609-292-9560
E: Florence.rotondo@doh.nj.gov

STATE VENDOR MANAGER

Johanna Garcia
50 East State Street, 6th floor
P.O. Box 364
Trenton, NJ
08625

T: 609-292-9560
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County Map of New Jersey



*WIC Prescription Pads
are available for
these three regions
of the State.*

Order Form – WIC Materials

Toolkit for Pediatric Practices

To submit your order, click the "EMAIL ORDER" button (follow on-screen prompts), open your drafts folder / outbox, click on the email that was drafted automatically for you, and send. Or, click the "SAVE FORM" button to save the completed form, then EMAIL it as an attachment to: WICmatters@doh.nj.gov.

Name of Contact Person: (first) _____ (last) _____

Name of Practice: _____


Street Address: _____ *(office/suite)* _____

City: _____ State: _____ ZIP: _____


Phone: _____ Email: _____

1. WIC Prescription Pads (50 sheets/pad)

Enter the number of prescription pads you would like to order for each region and language.

 Northern NJ
 English _____
 Spanish _____

 Central NJ
 English _____
 Spanish _____

 Southern NJ
 English _____
 Spanish _____

2. WIC Brochures (25 brochures/package)


Enter the number of brochure packages you would like to order for each language.

 Check WIC Out
 English _____
 Spanish _____

 NJ WIC Helps You Grow Amazing Kids
 English _____
 Spanish _____

3. WIC Posters

Enter the number of posters you would like to order for each language.

 Food Insecurity
 English _____
 Spanish _____

 NJ WIC Helps You Grow Amazing Kids
 English _____
 Spanish _____



Did you know...

1 in 6 children in New Jersey are food insecure?



Do you and your family have access to healthy foods?

Within the past 12 months, we worried whether our food would run out before we got money to buy more.

Often True Sometimes True Never True

Within the past 12 months, the food we bought just didn't last and we didn't have money to get more.

Often True Sometimes True Never True

Food is Important to Your Health

If you or someone in your household answers "often true" or "sometimes true" to either question above, please tell your doctor or nurse and find help here:

Apply for NJ WIC:

www.nj.gov/health/fhs/wic/participants/index.shtml

Apply for NJ SNAP:

www.njsnap.org

Additional Food and Nutrition Resources:

www.NJSNAP-Ed.gov



American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN™
New Jersey Chapter

www.state.nj.us/health/fhs/wic/
www.njaap.org



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