

New Food Packages Sample Conversation (Infant)

July 2025

WHO	WIC Participants – Infants
PURPOSE	<ul style="list-style-type: none"> To help families understand their new food packages and substitution options. To emphasize how the new options can impact the participant's health and nutrition. To support participants to choose the WIC foods that they feel are most important for their health and prepare those foods in a way that they or their children will enjoy.
MATERIALS	<p><u>Participant will need to have:</u></p> <ul style="list-style-type: none"> Access to a phone (unless they attend their appointment in clinic) <p><u>Certifier will need to have:</u></p> <ul style="list-style-type: none"> Phone (unless completing the appointment in clinic) Access to this sample conversation Handouts: <ul style="list-style-type: none"> <i>Your New WIC Foods</i> <i>Substitutions – Infants 6 through 11 Months</i> <ul style="list-style-type: none"> Printed or on screen for in person appts Web links for phone appts
SET-UP	<ul style="list-style-type: none"> Certifications, Mid-Cert HA – Use this tool to offer education about food changes and nutrition education if there are no time sensitive topics to discuss. <ul style="list-style-type: none"> <u>Must review Sections 3 and 4</u> to count as nutrition education. Work with participant to set a goal. Document nutrition education topic and note in Individual Care Plan (include other topics from assessment to discuss in Follow-Up). Nutrition Education – Individual <ul style="list-style-type: none"> <u>Must review Sections 3 and 4.</u> Follow up to previous goal, set goal as required. Document nutrition education topic and note in Individual Care Plan.
PREPARATION	<p>Certifier must:</p> <ul style="list-style-type: none"> Review this sample conversation and materials.
NOTES	<ul style="list-style-type: none"> Inclusive language is a powerful way to support WIC families and individuals, but we recognize the language in the federal WIC regulations and the Cascades system may not always match language used in policy and training. We know shifts in language can be challenging, and we encourage you to use the language that is preferred by your participants. The sample conversation is to help provide structure for the conversation, but paraphrasing is encouraged.

Section 1: Welcome

Thank you so much for joining me!

Is it ok if we talk about some exciting changes to your food package and how you can use your new food options to keep your baby healthy?

What questions do you have before we get started?

Would you like me to email or text you links to a couple of handouts so you can review the changes as we talk today?

(Offer to mail or provide a hard copy if the family does not have digital access.)

If the family agrees, send the handouts and encourage them to follow along.

- **Your New WIC Foods**
- **WIC Substitutions – Infants 6 through 11 Months**

All handouts are found in multiple languages on the [WIC Shopping Guide and Shopping Resources](#) page.

Section 2: New Foods and Substitution Options

What have you heard already about changes to the WIC food packages?

Is there anything you're particularly excited about?

- *Affirm responses – For example: That's one of my favorite changes too!*

Is it ok if I share a few changes?

Let's discuss the food changes for infants and the new options.

Handout: Your New WIC Foods

Handout: WIC Substitutions – Infants 6 Through 11 Months

Food	Change	Reasoning
Infant Cereal	Infants get a little less infant cereal each month. Fully Formula and Mostly Breastfeeding: 8 oz (24 oz previously) Fully Breastfeeding: 16oz (24 oz previously)	<ul style="list-style-type: none">• <i>Allows WIC to provide a better variety of foods like more fruits and vegetables.</i>
Infant F/V and Meats	Fully Breastfeeding infants only: Get a little less infant fruits and vegetables and a little less infant meats each month.	<ul style="list-style-type: none">• <i>Allows WIC to provide a better variety of foods like more fruit and vegetable options.</i>
CVB	Some or all of your infant fruits and vegetables may be substituted for more fruits, vegetables, and herbs... And you can choose these options starting when your baby turns 6 months old instead of having to wait until they are 9 months old. Options: <ul style="list-style-type: none">• Keep all of your infant fruits and veggies (32 jars).• Keep half of your infant fruits and veggies (16 jars) with \$11.• Trade all of your infant fruits and veggies for \$22. Would you like to exchange half or all of your infant fruits and veggies for money for fruits and vegetables?	<ul style="list-style-type: none">• <i>Helps parents offer the right food texture for their infant's level of development.</i>

What thoughts or questions do you have about these new substitution options?

Section 3: Health Benefits of the New Food Packages

Now that you can get more fruits and vegetables for your infant, how about we discuss how fruits and veggies can benefit your baby? Would this be okay?

What have you heard about the health benefits of eating fruits and vegetables?

Would it be ok if I shared a couple of ways this food group can help keep your baby healthy?

Food	Benefits
Fruits and Vegetables	<ul style="list-style-type: none">• The benefits of fruits and vegetables are endless, including:<ul style="list-style-type: none">○ Helping with going to the bathroom regularly○ Helping us feel full○ Protecting against infections○ Helping us heal○ And even helping prevent certain types of cancer.• With more fruit and vegetable benefits from WIC, it's a great time to explore some new colors and textures!• Different colors of fruits and vegetables contain different nutrients that help keep us healthy, so fill your basket with a rainbow of colors.

What are your thoughts and questions?

Section 4: Using the New WIC Foods at Home

What is one food we just talked about that you're most excited to buy with your WIC card?

How do you think you'll offer this food to your baby?

*Affirm responses – **For example:** That's a great idea!*

*Use open-ended questions to help them find a specific, measurable goal with a **What, How, and When.***

The goal can be very simple or more complex.

***Example goal:** Offer my baby ripe avocado this week.*

***Example goal:** Mix finely chopped broccoli or zucchini into my baby's scrambled eggs one day this week.*

If they can't think of any ideas, you can help by offering some of the suggestions below:

Fruits and Vegetables	<p>Note: Families may need to adjust textures for their infant's stage of development.</p> <ul style="list-style-type: none">• Offer soft, cooked fruits or veggies in a puree, mash, or thin strips.• Mix small pieces of soft, cooked veggies into scrambled eggs.• Mix small pieces of soft fruits into infant cereal or yogurt.• Use blended/mashed fruits or veggies as a spread.
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That sounds like a terrific way to use your WIC foods! I think your baby will really enjoy that. At your next appointment we'll check in with you to see how it went.

Section 5: Closing

Thank you for taking the time to talk with me today about the food package changes.

We talked about how these new foods can benefit your baby and you came up with a great idea for using your new food after your next shopping trip.

What final thoughts or questions do you have for me today?

Thank you so much for your time and have a great day.

Be sure to document the nutrition education topic and write a note in the Individual Care Plan!