Pregnant Women

1. Healthy eating tips
   - Eat regular meals and snacks
   - Energy and protein needs
   - Calcium
   - Iron
   - Folate/folic acid
   - Drink plenty of water
   - Avoid caffeine beverages
   - No alcohol, tobacco, or other drugs

2. Nausea
   - Eat foods that sound good
   - Small, frequent meals
   - Avoid an empty stomach
   - Avoid strong odors

3. Food safety and pregnancy
   - Safe food preparation
   - Listeria
   - Toxoplasmosis and cat litter
   - Foods to avoid

4. Weight gain during pregnancy
   - Why it is important
   - Recommendations
   - Shared weight gain grid
   - Low weight gain
   - High weight gain

5. Prenatal health care, importance of
   - Prenatal visits
   - Referral if no health care provider
   - Referral if no insurance

6. Vitamins
   - Importance
   - Prenatal, taking
   - Other, taking
   - None

7. Calcium
   - Function
   - Food sources
   - Low-fat dairy products
   - Tips for moms that don’t drink milk

8. Iron, anemia
   - Function
   - Signs/symptoms of anemia
   - Tips to increase
   - Food sources

9. Smoking, yes
   - Encourage to quit
   - Risks of smoking to baby/mom
   - Tips to cut back/quilt smoking
   - Referral to cessation program

10. Smoking, quit
    - Stay quit after baby is born

11. Secondhand smoke
    - Risks to family
    - Prevention
    - Referral to cessation program

12. Alcohol and drug use
    - Advise to quit
    - Risks to baby/mom
    - No safe level of alcohol/drugs
    - Referral

13. Snacks
    - Ideas for healthy snacks
    - MyPlate
    - Drink plenty of water

14. Physical activity
    - Benefits
    - Recommendations
    - Talk to your doctor

15. Heartburn
    - Small, frequent meals
    - Avoid foods that cause you heartburn
    - Don’t eat 2 hours before bed
    - Ask doctor about medications
    - Loose fitting clothes

16. Constipation
    - Eat more high fiber foods
    - Drink more water
    - Be active every day

17. Fish concerns
    - No more than 12 ounces/week
    - Follow local fishing advisories
    - Avoid raw fish like sushi

18. Iodine
    - Function
    - Food sources
    - Multivitamin with at least 150 mcg iodine

19. Dental/fluoride
    - Benefits
    - Brushing and flossing
    - Dental checkups
    - Fluoride
    - Referral to dentist

20. Gestational diabetes
    - Definition
    - Risks to baby/mom
    - Diet
    - Exercise regularly
    - Follow doctor’s recommendations

21. Contract formula, anticipatory guidance
    - Allowed/not allowed formulas
    - Bring formula to hospital or switch at discharge
    - Amount provided does not meet all baby’s needs

22. Baby Behavior
    - Baby sleep patterns
    - Light and deep sleep
    - Safe sleep recommendations
    - Crying as baby communication
    - Respond to cues early to reduce crying
    - Steps to calm a crying baby

23. Safe sleep
    - Place baby on back
    - Use a firm sleep surface
    - Use a pacifier after breastfeeding is established
    - Room-sharing with baby on a separate sleep surface
Breastfeeding Intentions (Pregnant/BF)

1. What have you heard?
   - Benefits
   - Concerns

2. How does formula compare to breast milk
   - Benefits
   - Concerns, health/financial

3. Encourage breastfeeding
   - Healthier for mom and baby
   - Promotes bonding
   - Convenient

4. Breastfeeding plans
   - Exclusive
   - Breastfeeding and formula feeding
   - Exclusive pumping
   - Undecided
   - Returning to work/school, less than 6 weeks
   - Returning to work/school, 6 weeks or more
   - Not returning to work/school
   - Definite no

5. Previous breastfeeding
   - Positive
   - Had problems
   - Experienced breastfeeding mom

6. Concerns
   - Diet and lifestyle
   - Medical issues
   - Inverted nipples
   - Pain
   - Family support
   - Return to work/school
   - Low milk supply

7. Breastfeeding class, referred
   - WIC
   - Hospital

8. What WIC offers
   - Education
   - Support
   - Food package
   - Pumps
   - Peer counseling program

Breastfeeding Education (Pregnant/BF/Infants)

1. Prenatal breast information
   - Breast care
   - Breast changes
   - Optional breastfeeding supplies
   - Leaking
   - Inverted/flat nipples
   - Previous breast surgery

2. Breastfeeding, how to
   - Breast anatomy
   - Latch
   - Positioning
   - Laid back breastfeeding
   - Video

3. Expectations, 1st week
   - Let hospital staff know you are breastfeeding
   - Skin-to-skin within first hour
   - Rooming-in
   - Limit visitors
   - Nurse early
   - Nurse often (at least 10 times/day)
   - Colostrum
   - Signs of mature milk
   - Hunger/satiety cues
   - Signs baby is getting enough

4. Expectations, 1st month
   - Breasts may feel less full
   - Baby more efficient at feeding
   - Growth spurts

5. Breastfeeding class, attended
   - WIC
   - Hospital

6. Nutrition/lifestyle during breastfeeding
   - Healthy food choices
   - Extra foods from WIC
   - Vitamins
   - Lactogenic foods
   - Caffeine
   - Alcohol
   - Tobacco

7. Risks/early formula
   - Lowers milk supply
   - Baby may eat differently at the breast
   - Avoid bottles first month

8. Iodine
   - Function
   - Food sources
   - Multivitamin with at least 150 mcg iodine

Breastfeeding Support (Pregnant/BF/Infants)

1. Wet and poopy diapers
   - Description
   - First 3-5 days – 5-6 wet and 3 poopy/day
   - By 5-7 days – 6 or more wet and 3-4 poopy/day
   - Stool color and consistency will change

2. Supply and demand
   - More nursing equals more milk production
   - Nurse often (at least 10 times/day)
   - Watch your baby, not the clock
   - Hunger and satiety cues

3. Growth spurts
   - Usually at 2 weeks, 6 weeks, 3 months, 6 months
   - Baby may want to nurse or eat all the time
   - Breastfeeding supply/demand
   - May be fussy
   - Change in sleeping patterns

4. Breastfeeding pattern changes
   - 2 months, stool changes
   - 4 months, less full, less feedings

5. Breastfeeding support groups
   - WIC
   - Hospital
6. Dad/family support
   - Encouragement
   - Dad/family roles
   - Dad can help with skin-to-skin
   - No support

7. Returning to work, how to
   - Introducing the bottle
   - Choosing a breast pump
   - Pumping strategies
   - Workplace options
   - Talking to employer
   - Child care support

8. Breastfeeding laws
   - Federal, time and space for pumping at work
   - State, right to breastfeed anywhere

9. Pumping
   - How to
   - Breast pump, manual
   - Breast pump, electric
   - Breast pump, personal
   - Breastshield, correct size
   - Breast milk storage guidelines

10. Giving formula
    - Breastfeed first, then offer formula
    - Offer least amt of formula to maintain milk supply

11. Weaning
    - Wean gradually
    - Tips for partial weaning
    - Tips for complete weaning
    - Nurse to relieve fullness
    - Someone else feed baby
    - Feed holding in a different position
    - Unintended weaning

**Breastfeeding Problems (BF/Infants)**

1. Sore nipples
   - Latch
   - Positioning
   - Comfort measures
   - Referral to lactation consultant

2. Low milk supply
   - Signs baby has enough milk
   - How to increase
   - Weigh and measure baby
   - Referral to lactation consultant
   - See care plan

3. Latch, poor suck
   - Strategies (watch mom nurse, provide pump, etc.)
   - Weigh and measure baby
   - Tongue/lip tie
   - Referral to lactation consultant
   - See care plan

4. Sleepy baby
   - Wake to breastfeed
   - Strategies to wake baby
   - Weigh and measure baby
   - Referral to lactation consultant
   - See care plan

5. Engorgement
   - Signs
   - Ways to prevent
   - Comfort measures
   - Breast pump
   - Referral to lactation consultant
   - See care plan

6. Medication
   - Check if compatible with breastfeeding
   - See care plan

7. Thrush
   - Referral to health care provider for medication
   - Treat both mom and baby
   - See care plan

8. Jaundice
   - Assessment
   - Strategies
   - Referral to lactation consultant
   - See care plan

9. Inverted/flat nipples
   - Assessment
   - Strategies (provide pump, etc.)
   - Referral to lactation consultant
   - See care plan

10. Plugged ducts/mastitis
    - Symptoms
    - Ways to prevent
    - Comfort measures
    - Referral to health care provider if mastitis

11. Fussy/refusing/strikes
    - Assessment
    - Strategies
    - Breast pump

12. Biting
    - Watch for signs baby is finished
    - Remove baby from breast after biting
    - Strategies for prevention

**Infants - 0-6 Months**

1. Breastfeeding newborns
   - Nurse often
   - Baby’s stomach size
   - Hunger and satiety cues
   - Growth spurts
   - Baby’s stool changes
   - Mom’s breast changes
   - Delay solids
   - Vitamin D
   - Secondhand smoke

2. Breastfeeding with supplementation
   - Breastfeed first, then offer formula
   - Offer least amt of formula to maintain milk supply
3. Newborn tips, formula
   - Feed every 2-3 hours
   - Baby’s stomach size
   - Hunger and satiety cues
   - Spitting up
   - Growth spurts
   - WIC as a supplemental program
   - Delay solids
   - Vitamin D
   - Secondhand smoke

4. Bottle-feeding basics
   - Preparation of formula
   - Hold baby while feeding
   - Throw away formula left in bottle
   - How much to feed by age

5. Formula changes, how to
   - Discuss formula options
   - Start gradually
   - Mix small amt of new formula with current formula
   - Increase the amt of the new formula proportionally

6. Baby behavior
   - Understanding newborn cues
   - Hunger and fullness cues
   - Baby wants to be near you
   - Baby wants something to be different

7. Concerns, spitting/vomiting, gassy
   - How much and how often
   - Formula preparation
   - Type of formula
   - Amount of formula/feeding
   - Keep baby upright after feeding
   - Talk to doctor if concerned

8. Concerns, constipation
   - Assess stool patterns
   - Discuss formula options
   - Talk to doctor if concerned

9. Concerns, weight
   - Excessive weight loss after birth (>10%)
   - Not back to birth weight by 2 weeks
   - Underweight
   - High weight-for-length
   - Rapid weight gain

10. Growth chart shared
    - Explain current percentiles and trends

11. Growth and development
    - Gain 2 pounds/month in first 6 months
    - Double birth weight by 4 – 6 months
    - Developmental milestones
    - Delayed development, referred

12. Growth spurts
    - Usually at 2 weeks, 6 weeks, 3 months, 6 months
    - Baby may want to nurse or eat all the time
    - Breastfeeding supply/demand
    - May be fussy
    - Change in sleeping patterns

13. Delay cereal and solids
    - Around 6 months
    - Signs ready for solids
    - Don’t put cereal in the bottle

14. Avoid bottle propping
    - Hold baby
    - Issues with propping

15. Vitamin D discussed
    - Function
    - Supplements
    - Vitamin D, taking

16. Immunizations – 2, 4, 6 months
    - Importance
    - Where to receive
    - Referral if not up-to-date

17. Starting cereal
    - Signs ready for solids
    - Rice, oatmeal or barley first
    - Feed with a spoon
    - Sit in high chair

18. Vegetables, fruits and meats
    - Around 6 months
    - Start with single ingredient baby food
    - How often and how much to feed
    - Food safety tips
    - Wait a couple of days between new foods
    - Keep trying foods that aren’t liked
    - Hunger and satiety cues

19. Dental/fluoride
    - Benefits
    - Cleaning gums/brushing
    - Fluoride

20. Secondhand smoke
    - Risks to family
    - Prevention
    - Referral to cessation program

21. Safe sleep
    - Place baby on back
    - Use a firm sleep surface
    - Use a pacifier after breastfeeding is established
    - Room-sharing with baby on a separate sleep surface

**Infants – 6–12 Months**

1. Vegetables, fruits and meats
   - Around 6 months of age
   - Start with single ingredient baby food
   - Wait a couple of days between new foods
   - Keep trying foods that aren’t liked
   - Hunger and satiety cues
   - Food safety tips
   - How often and how much to feed

2. Cup drinking
   - Start around 6 months
   - Use a small cup; no lid; parents hold
   - Be patient; it takes practice
   - Offer 1 – 2 oz breast milk/formula at meals

3. Growth chart shared
   - Explain current percentiles and trends
4. Growth and development
- Gain 1 pound/month from 6 – 12 months
- Triple birth weight by 12 months
- Grow in length 9 inches by 12 months
- Developmental milestones
- Delayed development, referred

5. Meats, protein sources
- Provides iron and zinc
- Can mix with vegetables and fruits
- Cut meats in small pieces
- Other meat/protein ideas (canned beans, cheese)

6. Finger foods
- Signs of developmental readiness
- Cut in small pieces; offer small amounts
- Examples of finger foods

7. Prevent choking
- Choking versus gagging
- Sit while eating; watch your baby
- Cut foods into small pieces
- Foods that cause choking

8. Sippy cup, use of
- Size (4-6 ounces)
- Use only at meal/snack times
- Don’t allow baby to drink from a sippy cup all day
- Stop using by 18 months

9. 9 months, increasing use of cup
- Offer formula in the cup at meals and snacks
- Provide less feedings/amount in the bottle

10. Table foods
- Signs of developmental readiness
- Start with soft foods
- Cut in small pieces

11. Transition to family table
- Start with 1 tablespoon of each food
- Serve the same foods as the family eats
- Baby eats at the table with the family
- 3 meals and 2-3 snacks/day
- Offer cup at meals and snacks
- Provide less feedings from the breast/bottle

12. Transition to whole milk
- Start around 11 – 12 months
- Importance of whole milk
- Gradually transition with one feeding at a time

13. Weaning
- Off the bottle by 14 months
- Risks of using bottles
- Tips for getting off the bottle

14. Dental/fluoride
- Benefits
- Brushing/cleaning gums
- Fluoride

15. Dental Caries
- Only breast milk or formula in the bottle
- Don’t allow baby to sleep with a bottle
- Don’t allow baby to drink from a bottle or sippy cup all day

16. Iron, anemia
- Function
- Signs/symptoms of anemia
- Tips to increase
- Food sources

17. Lead
- What is lead/lead poisoning
- Prevention
- Referral

18. Safe sleep
- Place baby on back
- Use a firm sleep surface
- Use a pacifier after breastfeeding is established
- Room-sharing with baby on a separate sleep surface

New Mothers (BF/Not BF)

1. Healthy eating
- MyPlate
- Multivitamin

2. Folic acid
- Prevention of birth defects
- Multivitamin
- Food sources

3. Weight loss
- Expect slow rate (1-2 pounds/week)
- Healthy foods/diet
- Portion control
- Ways to be physically active

4. Physical activity
- Talk to your doctor
- Begin with light activity
- Fit exercise into routine
- Include your family

5. Iron, anemia
- Function
- Signs/symptoms of anemia
- Tips to increase
- Food sources

6. Smoking/secondhand smoke
- Encourage to quit
- Risks of smoking to baby/mom
- Tips to cut back/quit smoking
- Referral to cessation program

7. Postpartum depression
- Signs
- Treatment
- Family support
- Talk to your doctor

8. Family planning
- Birth control options
- Breastfeeding and family planning
- Community resources
- Referral if interested

Certification (All)

1. Nutritional value of WIC foods/food list
- Foods recommended by Dietary Guidelines
- Individualized
- Meets specific nutrient needs
2. WIC as a supplemental food program
   • Does not meet all nutritional needs
   • Foods provided for participant only

3. New participant training (video)
   • Allowed/not allowed foods
   • How to cash your WIC check
   • WIC shopping experience
   • Authorized vendors

4. Growth charts
   • Explain current percentiles and trends

5. Growth and development
   • Appropriate growth for age
   • Developmental milestones
   • Inappropriate growth
   • Delayed development

6. Shared hemoglobin
   • Normal/abnormal levels
   • Referral to health care provider if very low
   • Importance of iron
   • High iron WIC foods

7. Importance of health care
   • Prenatal/Well child visits
   • Community providers
   • Insurance
   • Referral if no health care provider
   • Referral if no insurance

8. Immunizations
   • Importance
   • Timing
   • Where to receive
   • Referral if not up-to-date

9. Referral given
   • Provide information on referral agency

10. Care plan notes
    • Nutrition education documented

11. Wichealth.org contact
    • Goal documented in care plan

12. Exit counseling
    • Healthy eating and physical activity
    • Immunizations
    • Breastfeeding
    • Folic acid
    • Tobacco, alcohol, and drugs

13. Refused education
    • Documentation of refusal

Children Topics

1. Feeding, toddlers (1-2 years)
   • Portion sizes
   • Appetite changes
   • Milk at meals
   • 16 ounces milk, 4 ounces juice, water daily
   • Sit to eat
   • Self-feeding

2. Milk, whole, 1-2 years
   • Fat for brain growth
   • Underweight child

3. Weaning
   • Off the bottle by 14 months
   • Risks of using bottles
   • Tips for getting off the bottle
   • Weaned

4. Sippy cup, use of
   • Size (4-6 ounces)
   • Use only at meal/snack times
   • Stop using by 18 months

5. Excess milk
   • 16-20 ounces/day
   • Effects
   • Tips to decrease

6. Growth and appetite changes
   • Appetite decreases with growth changes
   • Portion sizes
   • Excess beverages

7. Portion sizes
   • 1 tablespoon per age
   • 16 ounces milk, 4 ounces juice, water daily
   • MyPlate

8. Feeding, preschoolers (3-5 years)
   • Portion sizes
   • Appetite changes
   • Set meal and snack times
   • Milk at meals
   • 16 ounces milk, 4 ounces juice, water daily
   • Sit to eat

9. Milk, low fat, 2 years
   • Same amount of nutrients
   • Fat amount different
   • How to switch

10. Division of responsibility
    • Parents provide what to eat
    • Parents provide when to eat
    • Parents provide where to eat
    • Kids decide how much to eat

11. Family meals
    • Parent role model for eating
    • Sit together
    • Talk together
    • Turn off TV and phone

12. Breakfast
    • Benefits
    • Healthy breakfast ideas

13. Snacks
    • Specific time each day
    • Limit less healthy snack foods
    • Nutritious snack ideas

14. Healthy childhood weight
    • Making good food choices.
    • Practicing healthy eating habits.
    • Encouraging active play every day.

15. Physical activity
    • Benefits
    • Involve the whole family
    • Indoor activity ideas
    • Outdoor activity ideas
16. TV watching
- No more than 2 hours/day
- Screen time
- Tips to decrease

17. Increase calorie ideas
- Higher calorie foods
- Adding extra calories when preparing foods
- Tips

18. Picky eating
- Keep trying new foods
- Offer small amounts
- Offer variety
- Do not force foods
- Limit liquids

19. Excess juice/sweetened beverages
- 4-6 ounces/day
- Effects
- Tips to decrease

20. Importance of water
- Tips to increase
- Bottled versus tap

21. Dental/fluoride
- Benefits
- Brushing and flossing
- Dental checkups
- Fluoride
- Healthy diet
- Limit sippy cup use
- No pacifier at 1 year
- Wean from bottle by 14 months
- Referral to dentist

22. Supplements, discussed
- Chewable
- Gummy
- Single nutrient
- Supplements, taking

23. Iron, anemia
- Function
- Signs/symptoms of anemia
- Tips to increase
- Food sources
- Appropriate milk intake

24. Constipation
- Eat more high fiber foods
- Drink more water
- Limit milk
- Be active every day

25. Diarrhea
- Signs of dehydration
- Foods for dehydration
- When to call your doctor

26. Secondhand smoke
- Risks to family
- Prevention
- Referral to cessation program

27. Lead
- What is lead/lead poisoning
- Prevention
- Referral

28. Nutrition video
- Explain before providing

29. Kid’s Club
- Attended class

General Nutrition (All)

1. MyPlate
- Make half your plate fruits and vegetables
- Make half your grains whole grains
- Switch to fat-free or low-fat milk
- Drink milk at meals
- Eat a variety of protein foods
- Foods to eat more or less often
- Avoid oversized portions
- Compare sodium in foods
- Drink water instead of sugary drinks
- Sugar in moderation

2. Healthy choices
- Healthy eating and physical activity
- Immunizations
- Breastfeeding
- Folic acid
- Tobacco, alcohol, and drugs

3. Protein foods
- Needed for growth and development
- 10-35% of daily calories
- Food sources
- Tips to increase protein intake

4. Fruits and vegetables
- Benefits
- Recommended servings
- Variety of colors and forms
- Buying tips
- Cooking tips
- Storage tips
- Gardening

5. Bread and grain foods, whole grains
- 45-65% of daily calories
- What is a whole grain
- Benefits/why needed
- Food sources

6. Fiber
- Function
- Food sources
- Tips to increase

7. Calcium
- Function
- Food sources
- Low-fat dairy products
- Tips for participants that don’t drink milk
- Tips to increase milk intake

8. Vitamin D
- Function
- Food sources
- Supplements
- Vitamin D, taking
9. Vitamin A
   • Function
   • Food sources

10. Vitamin C
    • Function
    • Food sources

11. Folic acid
    • Prevention of birth defects
    • Multivitamin
    • Food sources

12. Iodine
    • Function
    • Food sources

13. Water
    • Importance
    • Tips to increase
    • Bottled versus tap

14. Fats and oils
    • Function
    • 20-35% of daily calories
    • Types
    • Healthy oils

15. Limiting high fat foods
    • Examples
    • Saturated and trans fat
    • Tips to reduce

16. Limiting high salt foods
    • Processed foods
    • Cooking with less sodium
    • Using spices and herbs

17. Limiting high sugar foods
    • Snacks
    • Beverages
    • Natural and added sugars

18. Artificial sweeteners
    • Appropriate use
    • Frequency of use

19. Caffeine
    • Limit to 2 cups of coffee when pregnant
    • Amount in beverages

20. Fad diets
    • Effect on pregnancy
    • Effect on child’s diet

21. Vegetarian/vegan diets
    • Effect on pregnancy
    • Effect on child’s diet
    • Sources of protein

22. Food allergies/intolerances
    • Common allergenic foods
    • Symptoms
    • Resources
    • Referral to health care provider

23. Lactose intolerance
    • Definition
    • Symptoms
    • Tips to include dairy foods
    • Lactose-free dairy products

24. Milk alternatives
    • Nutritional comparison to milk
    • Reasons for use

Cooking and Shopping (All)

1. Menu planning
   • Plan meals/save money
   • Using WIC foods
   • Look at grocery store ads
   • Simple meals/leftovers

2. Recipe ideas
   • Using WIC foods
   • Websites

3. Shopping
   • Make a grocery list
   • Review grocery ads/coupons
   • Shop once a week or less
   • Buy store brands
   • Buy produce in season
   • Compare price/ounce or unit

4. Nutrition labels
   • Serving size
   • Nutrients listed
   • Percent daily values
   • Ingredient list
   • Labeling terms

5. Food safety
   • Clean – hands, countertops, fresh fruits & veggies
   • Separate – avoid cross-contamination
   • Cook – use a food thermometer
   • Chill – within 2 hours of cooking

6. Healthy cooking
   • Broil, grill, bake instead of frying
   • Decrease fat and sodium
   • Include fruits and vegetables
   • Less processed foods

7. Cooking with kids
   • Helps kids want to try new foods
   • Cooking skills for different ages

8. Beans and peas
   • Nutritional benefits
   • How to cook
   • Recipes

9. Evaporated milk
   • Milk with half of the water removed
   • Can be used in place of milk in cooking
   • Recipes

10. Nutrition class
    • Nutrition
    • Cooking
    • EFNEP/FNP
Topics of the Month (All)

1. January
   • Pick-WIC Paper

2. February
   • Pick-WIC Paper

3. March
   • Pick-WIC Paper

4. April
   • Pick-WIC Paper

5. May
   • Pick-WIC Paper

6. June
   • Pick-WIC Paper

7. July
   • Pick-WIC Paper

8. August
   • Pick-WIC Paper

9. September
   • Pick-WIC Paper

10. October
    • Pick-WIC Paper

11. November
    • Pick-WIC Paper

12. December
    • Pick-WIC Paper