

KANSAS WIC INFORMATION MEMORANDUM KANSAS-WIC-P-2015-10

TO: Parent and Sub-Agencies

FROM: Dave Thomason
Nutrition & WIC Services Director

DATE: July 27, 2015

RE: Infant Formula Rebates- Soy Formula Change

Infant Formula Rebates – Soy Formula Change

The Kansas infant formula rebate contractor for soy-based standard formula will be changing as of October 1, 2015. The contract for all forms of milk-based standard formula will remain with Abbott Nutrition. There will be no changes made for milk-based formula. The contract for all forms of soy-based standard formula has been awarded to Nestle Nutrition U.S. Infants using Enfamil ProSobee formula will need to change to Nestle Nutrition U.S.'s Gerber Good Start Soy formula.

With the change to Gerber Good Start Soy formula, all food packages currently tailored for Enfamil ProSobee will need to be retailored beginning with the month of October 2015. To assist in retailoring, you will be emailed a list of clients with checks for Enfamil ProSobee (concentrate or powder) with a "First Use Date" between June 26 and July 27, 2015. This information will provide you with the majority of clients that your clinic currently has on ProSobee. There are no clients on Enfamil ProSobee ready-to-feed at this time.

The State Agency has developed a number of materials to assist in the transition to this new rebated infant formula. All client materials are provided in both English and Spanish. The materials to assist in this transition are available on the WIC website (<http://www.kansaswic.org>):

- 1) Letter to health care providers - The letter should be sent to local physicians, clinics, and hospitals who provide services to WIC families to inform them of the new change. We encourage local staff to follow up personally with the providers and answer any questions they may have about the transition. This letter is on our website at http://www.kansaswic.org/local_agencies/policy_info_memos.html.
- 2) *Change is Coming* - This educational piece outlines for caregivers with infants using soy formula the anticipated formula changes. The flyer should be provided only to caregivers whose infants will be receiving soy-based formula after October 1, 2015. **Do not give the flyer to pregnant women in anticipation of the birth or post in the WIC clinic.** These educational pieces are on our website at http://www.kansaswic.org/local_agencies/policy_info_memos.html.

- 3) *Changing to a New Formula-Liquid Concentrate and Powder* - These materials provide tips to caregivers who may be concerned about changing their child's formula. Each flyer provides directions on transitioning between current and new formulas. These materials are on our website at http://www.kansaswic.org/local_agencies/policy_info_memos.html.
- 4) FAQs for Local Agencies - A variety of frequently asked questions and answers are provided for WIC staff. Be sure that all WIC staff read the information about the transition in infant formula rebate products. The FAQ is on our website at http://www.kansaswic.org/local_agencies/policy_info_memos.html.
- 5) *The Kansas WIC Formula Facts for Families* has been revised to reflect Gerber Good Start Soy as the soy formula. It is on our website at http://www.kansaswic.org/local_agencies/policy_info_memos.html. The version with Enfamil ProSobee will remain on the normal website location of http://www.kansaswic.org/local_agencies/administrative_materials.html until the end of September.
- 6) The special authorization form for infants and children has been revised to reflect food package changes occurring October 1, 2015. The "Dear Healthcare Professional" letter attached to the special authorization form has also been changed. These items will be available for printing from the WIC website under Forms/Administrative Materials on October 1, 2015.

If you have any questions regarding the infant formula rebate contract, please contact the state staff member assigned to your agency.

- Items: Letter to health care providers
Change is Coming, English & Spanish
Changing to a New Formula, Powder, English & Spanish
Changing to a New Formula, Liquid Concentrate, English & Spanish
FAQs for Local Agency Staff on Infant Formula Rebate Change
Kansas WIC Formula Facts for Families
WIC Formula Update – FYI as this will be sent to vendors by the state

BFH/Nutrition and WIC Services

July 27, 2015

Dear Health Care Provider:

This letter is to inform you of a change in the Kansas WIC program related to infant formula. Effective October 1, 2015, the WIC infant formula rebate contract for standard soy-based formula will change from Enfamil ProSobee to Gerber Good Start Soy. The milk-based infant formula will remain the same. The rebated formulas for Kansas will be:

- Similac Advance with Iron, (milk-based) – no change
- Gerber Good Start Soy, (soy-based) – CHANGE

Infants who currently receive the Mead Johnson Enfamil ProSobee will be changed to the corresponding Nestle Gerber Good Start Soy on WIC checks with a first day to use of October 1, 2015 or later. **As of October 1, 2015 WIC's computer system will not issue checks with Enfamil Prosoabee, even with a prescription from a medical provider.**

WIC will continue to provide specialized formulas for those infants whose medical condition contraindicates use of a standard formula.

All state WIC programs are required to contract with a provider for infant formula in order to obtain a rebate on certain standard infant formulas. This rebate provides funds that enable the Kansas WIC program to continue to serve all qualifying WIC clients.

The Kansas WIC program thanks you for supporting WIC's transition to Gerber Good Start Soy. We also encourage you to promote and support breastfeeding and to work closely with your local WIC program. If you have questions about a specific patient's needs, please contact your local WIC program. Phone numbers for all Kansas local WIC agencies may be found at http://www.kansaswic.org/families/WIC_county_map.html.

Respectfully,



David Thomason, Director
KDHE, Nutrition and WIC Services

Change is Coming!

For clients receiving checks for SOY formula

As of October 1, 2015,
WIC is changing to a new SOY formula.

Gerber Good Start Soy



If you were using:	Try:
Enfamil ProSobee	Gerber Good Start Soy

Most babies can easily change formulas. Offer your baby a bottle of the new formula. Here is one way to slowly change to the new formula:

- ➡ Start by replacing 1 ounce of the old formula with the new formula. Mix each of the formulas as directed before combining them.
- ➡ Slowly increase the amount of new formula while decreasing the amount of old formula until your baby is only drinking the new formula.

Have questions? Ask WIC staff. We are here to help.

WIC está cambiando la formula de soya!

Empezando el 1 de octubre de 2015,
WIC está cambiando a una nueva fórmula de soja.

Gerber Good Start Soy



Si usted utilizaba:	Intento:
Enfamil ProSobee	Gerber Good Start Soy

La mayoría de los bebés se adaptan a una nueva formula sin ningún problema. Ofrezca a su bebé una botella del nuevo fórmula. Aquí es unidireccional cambiar lentamente al nuevo formula:

- ➔ Comience substituyendo 1 onza del viejo fórmula por el nuevo fórmula. Mezcle cada uno de los fórmulas según lo dirigido antes de combinarlos.
- ➔ Aumente lentamente la cantidad de nuevo fórmula mientras que disminuir la cantidad de viejo fórmula hasta su bebé es solamente beber el nuevo fórmula.

¿Tenga preguntas? Pregunte a personal de WIC. Estamos aquí ayudar.



Cómo cambiar la fórmula de su bebé

Líquido Concentrado

La mayoría de los bebés se adaptan a una nueva fórmula sin ningún problema.

Consejos:

- Es mejor alimentar a su bebé cuando tenga hambre.
- Sea paciente y déle a su bebé tiempo para adaptarse. Si tiene preguntas, hable con el personal de WIC o con su médico.

¿Sabía usted?

- Las heces (popó) de su bebé pueden tener un aspecto o un olor diferente cuando cambia de fórmula. Eso es normal.
- Su bebé eructar o volver la fórmula un poco más al principio.
- Cada fórmula sabe un poco diferente. Si su bebé probó la fórmula nueva y no le gusto, intente cambiar la fórmula poco a poco.

Instrucciones para ayudar a su bebé a canbuar a la nueva fórmula:

Paso 1: Mexcle 13 onzas de la fórmula nueva + 12 onzas de agua = 26 onzas de la nueva.

Paso 2: Mexcle 13 onzas de la fórmula anterior + 12 onzas de agua = 26 onzas de la anterior. Nota: Esto es suficiente fórmula (52 onzas) como para 2 días.

Paso 3: Siga las siguientes instrucciones para preparar un biberón de 4 ó 6 onzas.

Para un biberón de 4 onzas	
Día 1	Mezcle: 3 onzas de la fórmula anterior 1 onza de la fórmula nueva
Día 2	Mezcle: 2 onzas de la fórmula anterior 2 onza de la fórmula nueva
Día 3	Mezcle: 1 onzas de la fórmula anterior 3 onza de la fórmula nueva
Día 4	Use: 4 onza de la fórmula nueva

Para un biberón de 6 onzas	
Día 1	Mezcle: 4 onzas de fórmula anterior 2 onzas de la fórmula nueva
Día 2	Mezcle: 3 onzas de la fórmula anterior 3 onzas de la fórmula nueva
Día 3	Mezcle: 2 onzas de la fórmula anterior 4 onzas de la fórmula nueva
Día 4	Use: 6 onzas de la fórmula nueva



Changing to a New Formula Liquid Concentrate

Most babies will change to a new formula without any problems

Tips

- Ⓢ It is best to feed your baby when he or she is hungry.
- Ⓢ Be patient and give your baby time to adjust. If you have questions, talk to your WIC staff or your health care provider.

Did you know?

- Ⓢ Your baby's stool (poop) may look and smell different when you change formulas. This is normal.
- Ⓢ Your baby may burp or spit up a little more at first.
- Ⓢ Every formula tastes a little different. If your baby tried the new formula and did not like it, try changing formulas little by little, by using the directions below.

Directions for Helping Your Baby Change to the New Formula:

Step 1: Mix 13-ounce can of the new brand formula + 13-ounce can water = 26 ounces new.

Step 2: Mix 13-ounce can of old brand formula + 13-ounce can water = 26 ounces old.

Note: This makes enough formula (52 ounces) for about 2 days.

Step 3: Follow the directions below to make a 4 or 6 ounce bottle.

4-Ounce bottle	
Day 1	Mix 3 ounces old brand of formula 1 ounce new brand of formula
Day 2	Mix 2 ounces old brand of formula 2 ounces new brand of formula
Day 3	Mix 1 ounce old brand of formula 3 ounces new brand of formula
Day 4	Use 4 ounces new brand of formula

6 Ounce Bottle	
Day 1	Mix 4 ounces old brand of formula 2 ounces new brand of formula
Day 2	Mix 3 ounces old brand of formula 3 ounces new brand of formula
Day 3	Mix 2 ounces old brand of formula 4 ounces new brand of formula
Day 4	Use 6 ounces new brand of formula



Cómo cambiar la fórmula de su bebé En Polvo

La mayoría de los bebés se adaptan a una nueva fórmula sin ningún problema.

Consejos:

- ☉ Es mejor alimentar a su bebé cuando tenga hambre.
- ☉ Sea paciente y déle a su bebé tiempo para adaptarse. Si tiene preguntas, hable con el personal de WIC o con su médico.

¿Sabía usted?

- ☉ Las heces (popó) de su bebé pueden tener un aspecto o un olor diferente cuando cambia de fórmula. Eso es normal.
- ☉ Su bebé eructar o volver la fórmula un poco más al principio.
- ☉ La fórmula en polvo se mezcla mejor cuando usa un biberón más grande.
 - Prepare 4 onzas de la fórmula en un biberón de 6 onzas.
 - Prepare 6 onzas de la fórmula en un biberón de 8 onzas.
- ☉ Cada fórmula sabe un poco diferente. Si su bebé probó la fórmula nueva y no le gusto, intente cambiar la fórmula poco a poco.

Instrucciones para ayudar a su bebé a canbuar a la nueva fórmula:

- Mezcle el polvo de las diferentes fórmula antes de agregar el agua.
- Necesitará la fórmula nueva y la fórmula anterior.

Para un biberón de 4 onzas	
Día 1	Mezcle: 1 medida de la fórmula anterior 1 medida de la fórmula nueva 4 onzas de agua
Día 2	Repita el Día 1
Día 3	Mezcle: 2 medidas de la fórmula nueva 4 onzas de agua

Para un biberón de 6 onzas	
Día 1	Mezcle: 2 medidas de la fórmula anterior 1 medida de la fórmula nueva 6 onzas de agua
Día 2	Mezcle: 1 medida de la fórmula anterior 2 medidas de la fórmula nueva 6 onzas de agua
Día 3	Mezcle: 3 medidas de la fórmula nueva 6 onzas de agua



Changing to a New Formula Powder

Most babies will change to a new formula without any problems

Tips

- Ⓢ It is best to feed your baby when he or she is hungry.
- Ⓢ Be patient and give your baby time to adjust. If you have questions, talk to your WIC staff or your health care provider.

Did you know?

- Ⓢ Your baby's stool (poop) may look and smell different when you change formulas. This is normal.
- Ⓢ Your baby may burp or spit up a little more at first.
- Ⓢ Powdered formula blends better when you use a bigger bottle.
 - Prepare 4 ounces of formula in a 6-ounce bottle.
 - Prepare 6 ounces of formula in an 8-ounce bottle.
- Ⓢ Every formula tastes a little different. If your baby tried the new formula and did not like it, try changing formulas little by little, by using the directions below.

Directions for Helping Your Baby Change to the New Formula:

- Mix powders of different formulas together before mixing with water.
- You will need the new brand of formula and the old brand of formula

4-Ounce bottle	
Day 1	Mix: 1 scoop old brand of formula 1 scoop new brand of formula 4 ounces water
Day 2	Repeat Day 1
Day 3	Mix : 2 scoops new brand of formula 4 ounces water

6 Ounce Bottle	
Day 1	Mix: 2 scoops old brand of formula 1 scoop new brand of formula 6 ounces water
Day 2	Mix: 1 scoop old brand of formula 2 scoops new brand of formula 6 ounces water
Day 3	Mix: 3 scoops new brand of formula 6 ounces water

FAQs for Local Agency Staff on Infant Formula Rebate Changes

Q: Why are we changing formulas?

A: Federal regulations mandate that state WIC agencies contract with a provider for infant formula to provide rebates on standard infant formulas. This rebate provides significant food funds that enable WIC to serve more clients. Kansas is a member of the Western States Contracting Alliance (WSCA) that is made up of 22 states across the country. WSCA recently completed a bid process to contract with a different soy-based formula provider.

Q: Which formulas will be new contract formulas?

A: The WSCA contract for all forms of milk-based formula will remain with Abbott Nutrition (Similac products.) The contract for all forms of soy-based formula will change to Nestle Nutrition US. Beginning October 1, 2015, the contract soy-based formula will be:

Nestle Nutrition US- Gerber Good Start Soy.

Q: How does Gerber Good Start Soy differ from Enfamil ProSobee?

A: Gerber Good Start Soy and Enfamil ProSobee are both standard soy-based infant formulas intended for feeding term infants with an allergy or intolerance to milk-protein but no other special nutritional needs. Both products provide 20 kcal per ounce and similar amounts of protein, fat and carbohydrates.

	Protein	Fat	Carbohydrate
Enfamil ProSobee	Soy Protein Isolate, L-Methionine	Palm Olein, Soy, Coconut & High Oleic Sunflower Oils	Corn Syrup Solids
Good Start Soy	Partially hydrolyzed soy protein	Palm Olein, Soy, Coconut, High Oleic Safflower or Sunflower -single cell Oils	Corn maltodextrin, sucrose

Q: When does the change go into effect?

A: All infants needing a soy formula must continue to receive Enfamil ProSobee through September 30, 2015. Checks issued with a first day to use of October 1, 2015 will be for Gerber Good Start Soy.

Q: Should I ask clients getting formula checks to come back in October so that I can give them the right checks?

A: No. It's not necessary to change your client's issuance schedule. For example in August, the client could receive tri-monthly checks. You would need to explain that their August and September checks were for the current formula (Enfamil ProSobee) and the checks for October would be for the new formula (Gerber Good Start Soy). Since Enfamil ProSobee will not be available for issuance, you will be reminded of the change when you retail for Gerber Good Start Soy.

Q: In October, what do I do if a caregiver returns Enfamil ProSobee purchased with September WIC checks?

A: In this situation, most likely caregivers would be returning the formula so that they can get replacement checks for a different formula. Unless the request is for a special formula, the rebated infant formula should be used.

Q: Should I tell all pregnant women about the change?

A: No. If a pregnant woman states she is going to formula feed, then let her know about the formula WIC provides. Continue to promote breastfeeding as the norm, and maintain a positive breastfeeding environment throughout the clinic.

Q: Should I post signs telling about the formula change in the clinic?

A: No. Posting a sign which shows the new rebated infant formulas would potentially impact a woman's choice of breastfeeding. Provide the information individually only to those clients who need it.

Q: What should I do with any Enfamil ProSobee I have in my formula stock?

A: Begin gradually to use some of the stock in place of issuing checks. For example, if a client needs nine cans of powdered Enfamil ProSobee, give them four from your stock of returned formula and five cans on a check. In this way, you should be able to reduce the amount of formula you have on hand when October arrives.

Q: How will clients be notified of the changes?

A: Local Agencies will be responsible for notifying the caregivers for any clients who will receive checks for soy-based formula after October 1st. Information on the available formulas and ways to transition infants from one type of formula to another is available on the WIC website in both English and Spanish. Instruct local staff to pay close attention when issuing soy formula between now and October 1 and inform clients using the "Change is Coming" document.

Q: Will we be able to provide formula to assist families make the transition from Enfamil ProSobee formulas to Gerber Good Start Soy?

A: No. If families choose to transition the formula gradually, they will need to use formula they have purchased or have on hand from a previous month's checks. Remind caregivers that most infants can change formulas with no problems.

Q: How will medical providers, hospitals and other partners be informed of these changes?

A: Local Agencies will be responsible for notifying local health care providers. A letter that could be photocopied and sent to local physicians, clinics and hospitals is available on our website with the July P-Memo. If you are planning to communicate directly with local providers and partners as well, please be sure to include a breastfeeding promotion message in your discussion.

Q: How will WIC vendors be notified of the changes in the formulas?

A: WIC vendors will be notified of the infant formula rebate changes in the upcoming vendor newsletter. Additional articles and mailings are anticipated. The corporate offices (Dillons, Wal-Mart, HyVee, etc) have also received letters about the upcoming changes.

Q: What if I have other questions about the formula change?

A: Contact your State Agency assigned staff to answer your questions.

Kansas WIC Formula Facts for Families



Kansas Nutrition and WIC Services

WIC Foods

- WIC foods (including infant formula and medical foods) are supplemental. They are intended to provide some, but not all of the foods your child requires each day.
- WIC foods contribute key nutrients such as protein, calcium, iron, folic acid, and vitamins A, C, and D. These nutrients are essential for health and well-being during times of growth and development.
- WIC foods are for your child and are not meant to be for the entire family.



Why WIC only Provides Certain Formulas

- To control costs WIC is required to have contract to receive money back for each can of milk or soy-based formula we buy. All of the money is used to serve more women, infants and children in Kansas.
- WIC provides the following standard **formulas** to partially or non-breastfed infants:
 - Abbott Nutrition
 - Similac Advance
 - Nestle Nutrition
 - Gerber Good Start Soy
- WIC **does not provide** other brands of standard milk- or soy-based infant formula such as Enfamil, Isomil, Gentlease, or store brands.
- **Specialized formulas**, such as Alimentum, NeoSure and PediaSure may be provided with a medical diagnosis that warrants the use of such products. Examples of diagnoses include:
 - Food Intolerance/Allergies, including family history of several allergies
 - Metabolic disorder / Inborn error amino acid metabolism
 - GI disorders, including malabsorption syndromes
 - Complications of Prematurity
- **Medical foods** such as PediaSure, Boost Kid Essentials, or Ensure **will not be provided** to children and women to manage weight without an underlying medical diagnosis. Poor weight gain is not an adequate justification.
- **Soy beverage and/or tofu** may be provided to women and children ≥ 1 year of age.

AUGUST 2015

As required by federal regulations, all State WIC Agencies must enter into a rebate contract agreement with an infant formula manufacturer for cost containment purposes. The contract for the standard milk-based products will stay with Similac and the new standard soy-based formula will be Gerber Good Start Soy, effective October 1, 2015.

The only changes to the formulas that will be provided effective October 1, 2015 are reflected below. Vendors must supply the infant formula that appears on WIC checks.

WIC Soy-based Infant Formula Changes

Effective October 1, 2015 Gerber Good Start SOY will be the contracted standard soy-based infant formula for the WIC program.

WIC customers who purchased these formulas ...

will have these formulas on their checks with a first date to use of Oct. 1, 2015 and later.

**Enfamil Prosobee
12.9 oz Powder
30087121441**



**Gerber Good Start Soy
12.9 oz Powder
00050000035304**

**Enfamil Prosobee
13 oz Concentrate
30087119541**

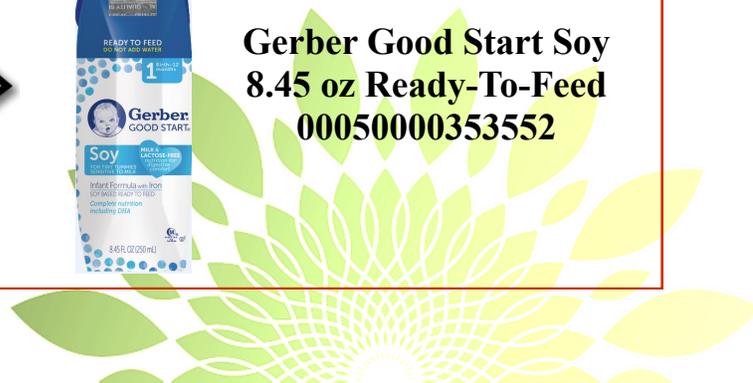


**Gerber Good Start Soy
12.1 oz Concentrate
00050000034581**

**Enfamil Prosobee
32 oz Ready-To-Feed
30087030974**



**Gerber Good Start Soy
8.45 oz Ready-To-Feed
00050000035352**





Question/Answer about the Infant Formula Transition

- **When will the transition begin?**

The transition will begin October 1, 2015. Kansas WIC checks with the first date of use of October 1, 2015 and containing soy-based formula will be for Gerber Good Start. WIC staff have begun to inform caregivers of the change to make the transition smoother.

- **How will clients be notified of the changes?**

Local WIC offices received printed materials that provide information to clients who will be affected by the formula change.

- **Is my store required to stock Enfamil Prosoabee and Gerber Good Start formulas on the shelf during October?**

It is suggested that you keep both types of formula in stock for the month of October. During the months of September and October 2015 the WIC minimum stock requirement of infant formula will be relaxed.

On Oct. 1, 2015 the minimum stock requirements will be updated with the Gerber Good Start infant formula and it will have the same minimum stocking requirements as previously required for the Enfamil Prosoabee.

- **What if I don't have enough infant formula to fill a WIC check?**

If you do not have enough to fill the WIC check, you will need to send the WIC customer to another authorized vendor.

- **How will I know if I am providing the customer with the correct formula?**

As always, the type, quantity, consistency, and Universal Product Code (UPC) of the formula will be written on the checks. **Do not allow customers to purchase products that are not listed on the WIC check.**

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Our Mission:
To protect and improve the health and
environment of all Kansans.

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