

New Food Packages Sample Conversation (Child)

July 2025

WHO	WIC Participants – Children 1 Through 4 Years
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 – Children and Adults</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 child 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 – Children and Adults***

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 more changes?

Let's discuss the five changes to WIC foods for children and the new options.

Handout: Your New WIC Foods

Handout: WIC Substitutions – Children and Adults

Food	Change	Reasoning
Canned Fish	One change is that your child now gets 6 oz of canned fish every month including tuna, salmon, or sardines.	<ul style="list-style-type: none">• <i>To help more families buy fish.</i>
Whole Grains	They will get a little less whole grains (24 oz instead of 32 oz), and will have some great new substitution options, which we'll review next.	<ul style="list-style-type: none">• <i>24 oz packages are more commonly found in stores.</i>• <i>WIC can provide a better variety and more of other foods, while still providing half of your child's whole grains for the month.</i>
Eggs	You can substitute the eggs for canned or dried beans, peanut butter, or tofu. Would you like to trade the eggs for one of these foods?	<ul style="list-style-type: none">• <i>More options for participants with an egg allergy.</i>
Juice	Your child will now get 1-64 oz bottle of juice instead of 2, and you may choose to exchange the juice for \$3 to purchase fruits, vegetables, and herbs if you'd like. Would you like to keep your juice or get \$3 for fruits, vegetables, and herbs?	<ul style="list-style-type: none">• <i>Limiting juice to a maximum of 4 oz per day is recommended.</i>• <i>Kids who regularly eat fruit and vegetables don't need juice.</i>• <i>Fresh, frozen, and canned fruits and vegetables contain more fiber than juice.</i>
Milk	Your child will get a little less milk than before, and you can still exchange some of the milk for cheese, tofu, soy milk, or up to 2 quarts of yogurt now instead of just 1 quart. Would you like to: Exchange some milk for cheese? (3 quarts for 1 lb cheese) Exchange some milk for tofu? (1 quart for 1 lb tofu) Exchange some milk for yogurt? (1 quart for 1 quart yogurt) 1 year olds only (others have soy by default): Exchange some milk for soy milk? (1 quart for 1 quart soy milk)	<ul style="list-style-type: none">• <i>Reducing milk helps WIC offer a better variety of food, and still provide nearly all the milk and calcium-rich foods per month that your child needs.</i>• <i>Recommended Dairy Intake:</i><ul style="list-style-type: none">○ 1-2 years: 16 oz/day○ 3-4 years: 16-20 oz/day• <i>WIC Provides:</i><ul style="list-style-type: none">○ 1 year: ~13 oz/day○ 2-4 years: ~15 oz/day

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

Section 3: Health Benefits of the New Food Packages

Now that we've reviewed the new food package, which food group would you like to talk more about today – protein, dairy, or fruits and vegetables?

Why did you choose to learn about _____? (add in specific food group)

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

Share the information from the food group that the family chose to learn about.

Food	Benefits
Protein Foods (canned fish, eggs, beans, peanut butter, tofu)	<ul style="list-style-type: none">• Proteins are the building blocks for bones, muscles, skin, and blood so getting enough protein helps us grow and stay healthy.• Eating protein foods from both plant sources (like beans, lentils, nuts, and tofu) and animal sources (like fish and eggs) helps you get the most nutrients from your food.• Eating protein foods can also help you feel full.• Special note about fish: Fish, like the canned fish you now get on your benefits, is good for heart health and brain function. Fish also has vitamin D, which is good for bone health.<ul style="list-style-type: none">○ Reminder: Choose boneless fish for kids to help prevent choking and lower sodium options can be a healthy choice.
Dairy Foods (milk, cheese, yogurt)/ Soy Milk	<ul style="list-style-type: none">• Dairy foods are probably best known for having calcium, which helps build strong bones and teeth.• Milk and some yogurts also have added vitamin D, which helps you keep the right amount of calcium for strong bones.<ul style="list-style-type: none">○ Soy Milk: All WIC-approved soy milks have a similar amount of calcium and vitamin D to cow's milk.• Just make sure to balance the milk your child drinks with foods from the other food groups.• Too much milk could lead to low iron, or anemia, and drinking too much milk without enough other high fiber foods could lead to constipation.
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○ Keeping a healthy blood pressure○ 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 eager to buy with your WIC card?

How do you think you'll use this food or offer it to your child?

*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 child a tuna sandwich one day this week for lunch.

Example goal: Offer my child yogurt one day this week for breakfast.

Example goal: Try making a black bean burger one day this week for dinner with a recipe I found online.

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

Protein Foods	<ul style="list-style-type: none">• Canned fish – Tuna sandwich, tuna salad, tuna casserole, salmon cakes, tuna in pasta.• Beans – Burritos, soups, beans and rice, bean salad, black bean burger, bean dip.• Peanut butter – Sandwich, dip for fruit/veggies, peanut sauce, smoothies.• Eggs – Omelet, deviled eggs, quiche, fried rice, breakfast burrito, baked goods.• Tofu – Tacos, tofu nuggets, stir-fried (add any sauce/flavor), ground (like ground beef).
Dairy Foods	<ul style="list-style-type: none">• Milk – Oatmeal, smoothies, muffins, pancakes, soups, French toast, sauces/gravy.• Cheese – Mac and cheese, string cheese, grilled cheese, pizza, pasta.• Yogurt – Fruit or veggie dip, popsicles, parfait, smoothies, cucumber sandwiches.
Fruits and Vegetables	<ul style="list-style-type: none">• Make the food look fun (try fun shapes and different colors of produce).• Try different textures and temperature (warm, cold, frozen, roasted, sauteed).• Get the kids involved (teach them how to choose ripe produce and help prepare it).• Use a fun dip (hummus, ranch, guacamole, peanut butter, yogurt).

That sounds like a terrific way to use your WIC foods! I think your child 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 child 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!