

## What can the selected State agencies and local sites expect?

- Selected State agencies and local sites will receive detailed communication about the study and will participate in an orientation webinar.
- Selected State agencies and local sites will be asked to partner with the study team. The partnership will include communicating with the study team, providing information on local site characteristics, and identifying participants who are eligible for the study.
- WIC staff members of selected sites will complete a brief survey regarding their knowledge and attitudes on breastfeeding and infant/toddler nutrition.
- State agency staff and local site supervisors will participate in key informant interviews about WIC policies and processes.



## Who is conducting the study?

Under contract with USDA/FNS, Westat of Rockville, MD is the coordinating contractor leading the study team. Additional study team members include:

- University of California, Los Angeles
- Altarum Institute's Center for Food Assistance and Nutrition, Portland, ME
- Atkins Center for Weight and Health, University of California, Berkeley
- Consultants from the University of California, Davis and Pennsylvania State University



The United States Department of Agriculture (USDA), Food and Nutrition Service (FNS) is conducting this study through a contract with Westat, located in Rockville, MD.

USDA is an equal opportunity provider and employer.



## Where do I get more information?

Email questions to [info@feedingmybaby.org](mailto:info@feedingmybaby.org).

*The WIC Program plays a critical role in the nutrition and health of nearly half of the babies in the U.S.*

*To better understand how WIC infants and toddlers are fed, USDA is conducting*



A National WIC Study



# USDA's Food and Nutrition Service is sponsoring this landmark study to document the current feeding practices of WIC infants and toddlers and assess WIC's influence on those practices.

## Who will be in the study?

- Nearly 8,000 WIC participants in selected WIC sites will be asked to participate.
- 80 WIC sites from States, territories, and Indian Tribal Organizations nationwide will be randomly selected to represent all WIC programs in the U.S.
- To ensure a scientifically representative sample, WIC sites will be randomly selected. Only the selected sites will be invited to join the study.



## How will the study be conducted?

This is a longitudinal study that will enroll women and infants as they become WIC participants and follow them through toddlerhood.

- Eligible prenatal participants and mothers/caretakers of young infants will be enrolled.
- After enrollment, study participants will be interviewed periodically by telephone over a 24-month period.
- Study participants will receive monetary incentives for each interview.
- Support from WIC staff at the 80 sites will be critical to the success of the study; interruptions to normal WIC activities will be minimal.

## What are the research objectives?

- Update results of data collected in the previous WIC Infant Feeding Practices Study.
- Compare new findings with the previous WIC study and other major studies on infant and toddler feeding practices and behaviors.



- Assess the effectiveness of different education and breastfeeding promotion approaches in achieving recommended feeding patterns and behaviors.
- Assess conditions of overfeeding and overconsumption.
- Identify nutrition education influences.
- Assess the impact of WIC food packages on outcomes.
- Determine changes in feeding practices and behaviors over time as infants and toddlers transition into or out of WIC.

## When does the study begin and end?

- WIC programs selected for the study will be contacted in summer 2012.
- Recruitment of mothers will start in early 2013.
- Infant data collection will start in early 2013.
- Data collection on toddlers will continue until early in 2016.
- Results from the analysis of infant feeding data are expected at the end of 2015 and toddler feeding analysis results in the summer of 2016.

## Feeding My Baby, A National WIC Study: Why should you care?

This is your opportunity to:

- Be a partner in a landmark study to examine the impact of WIC on feeding practices and behaviors of infants and toddlers.
- Provide insight on the circumstances and influences that impact feeding practices.
- Inform the nation about the important role WIC plays in early childhood nutrition.

