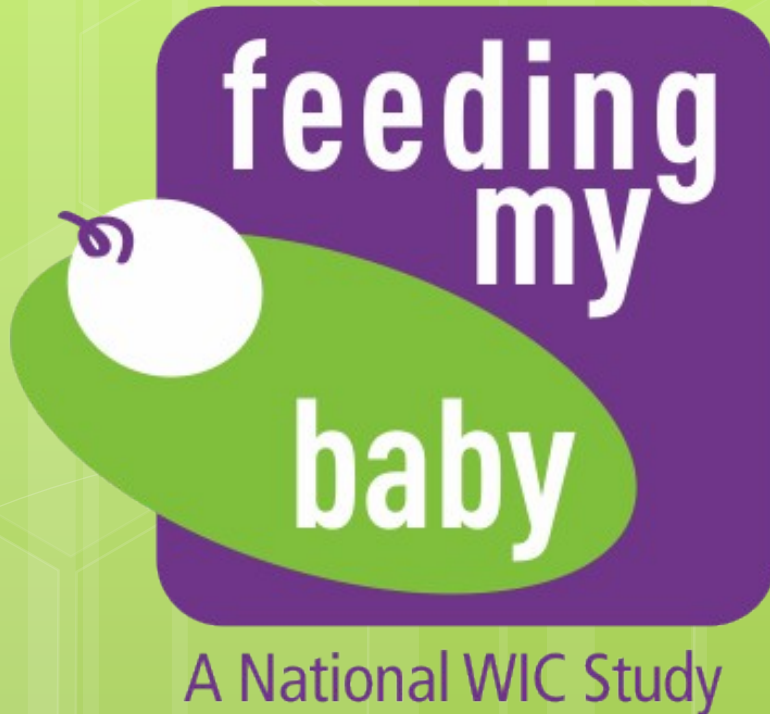


Appendix M Study Extension Webinar Slides

OMB Approval No.: 0584-0580
Approval Expires: XX/XX/20XX



Study Extension Webinar [Insert Date]

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-0580. The time required to complete this information collection is estimated to average 1 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: U.S. Department of Agriculture, Food and Nutrition Services, Office of Policy Support, 3101 Park Center Drive, Room 1014, Alexandria, VA 22302, ATTN: PRA (0584-0580). Do not return the completed form to this address



Greetings from the Feeding My Baby Study Team!

- Westat
- Altarum
- Public Health Foundation Enterprises WIC Program
- Nutrition Policy Institute of the University of California
- USDA Food and Nutrition Service

Webinar Agenda

- Study objectives
- Study timelines
- Study activities
- Study report highlights
- Study activities during the extension
- Role of State Agencies and sites during study extension period
- Questions from State Agencies and sites

Study Objectives

- Update results of WIC infant feeding practices study conducted in 1994-95
- Compare new findings with previous WIC study and other studies of infant and toddler feeding practices
- Assess conditions of overfeeding and overconsumption
- Identify nutrition education influences on infant and child feeding practices
- Assess the impact of WIC on nutrition, health and developmental outcomes
- Determine changes in feeding practices and behaviors as infants transition to toddlers and preschoolers and early childhood (beyond WIC eligibility)
- Identify factors that lead to continued, discontinued, or renewed participation in WIC through age 5 years
- Uncover potential issues such as food insecurity during the gap between WIC and school-based programs



How will the findings be used?

- Provide insight on the factors and influences that impact feeding practices—useful for planning nutrition education
- Describe food and nutrient intake from infancy through age 6 years—useful for assessing WIC food packages
- Identify factors associated with movement in and out of WIC—useful for addressing program retention and outreach
- Inform the nation about the important role WIC plays in early childhood nutrition even beyond the period of eligibility
- Gauge the level of food insecurity during the gap between WIC and school-based programs

Study Timeline

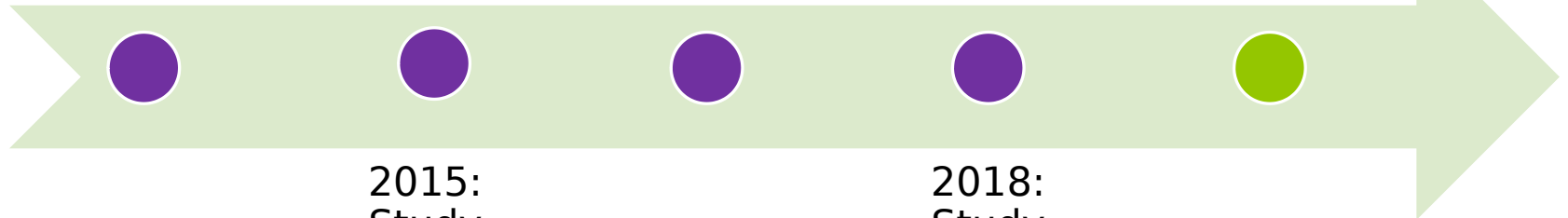
2013:
Study
begins for
prenatal
through 24
months

2016:
Study
extended
through 60
months

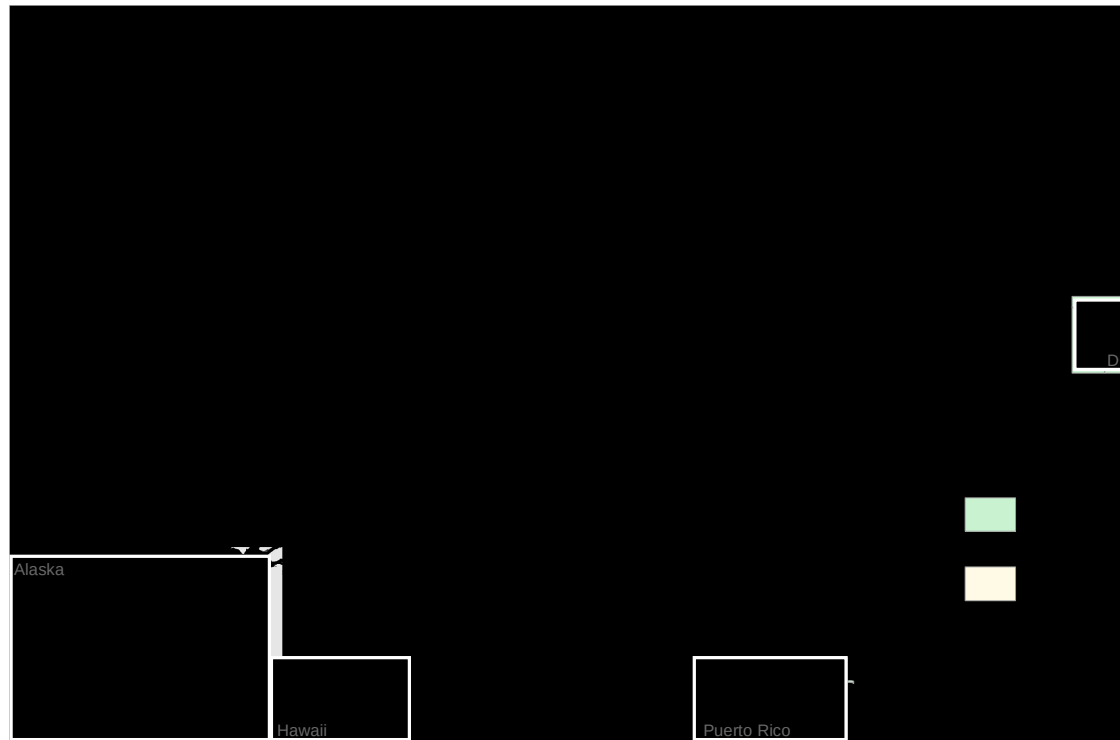
2022:
Study ends

2015:
Study
extended
through 36
months

2018:
Study
extended
through 72
months



Study States and Sites



Study Activities

- **2013:** Recruitment of prenatal women and infants into study; WIC staff interviews and survey
- **2013-2016:** Interviews of prenatal women and infants from birth through 24 months; infant measurements at 6, 12 and 24 months
- **2015-2017:** Interviews for children at 30 and 36 months; measurements at 36 months
- **2016-2019:** Interviews for children at 42 through 60 months; measurements at 48 and 60 months
- **2019-2020:** Interviews for children at 72 months; measurements at 72 months
- **2022:** Final report



Recruitment of Study Participants

- Recruited 4,367 participants
 - Prenatal women
 - Mothers of infants up to 2.5 months old



Interviews with Parents/Caregivers

Interview	Upcoming	In Progress	Complete	Not Complete	Cooperation Rate**
Prenatal	0	0	2645	298	90%
1-Month	0	0	3428	316	92%
3-Month	0	0	2904	447	87%
5-Month*	0	0	2656	429	86%
7-Month	0	0	3186	629	84%
9-Month*	0	0	2487	553	82%
11-Month*	0	0	2365	646	79%
13-Month	0	0	2852	877	76%
15-Month*	0	0	2109	833	72%
18-Month*	0	0	2031	866	70%
24-Month	0	0	2497	1070	70%
30-Month	0	0	2643	815	76%
36-Month	0	0	2627	717	79%
42-Month	0	0	2636	601	81%
48-Month	1	8	2573	596	82%
54-Month	1638	175	1070	239	82%
60-Month	1167	68	58	1	98%
All	2806	251	40767	9933	80%

*Core sample only.

**Cooperation rate is calculated on eligible and finalized cases.

Measurements of Infants/Children

- WIC data requests to State Agencies for measurements at 6, 12, 24, 36 and 48 months
- Feeding My Baby measurement cards—started using these for children at 36 months
- Also accepted copies of recent health care provider reports with height and weight

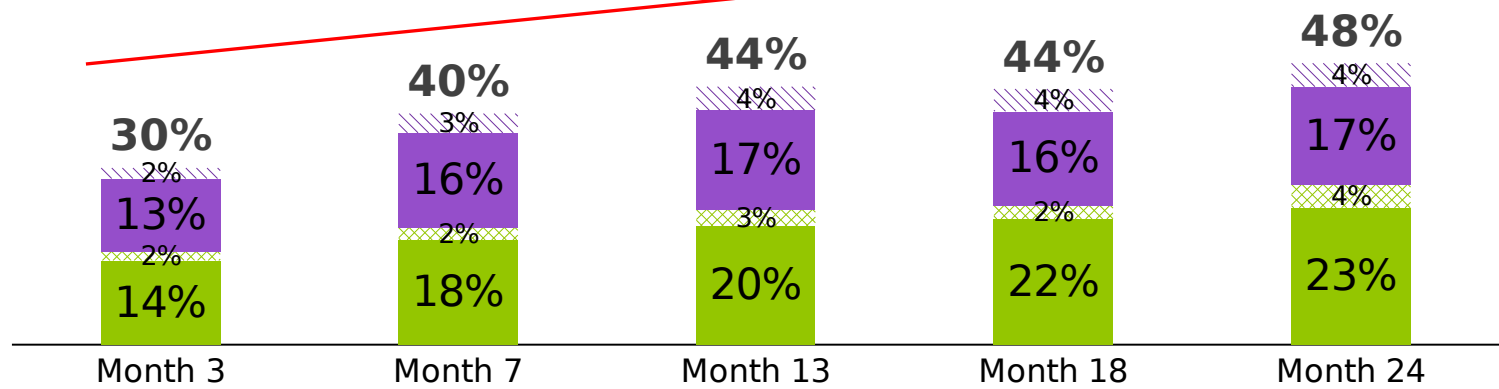


Second Year Report Topics

- Work, child care, and feeding practices
- Complementary feeding practices
- Food intake
- Energy and nutrient intake
- Weight and growth

Mothers enrolled in WIC are returning to work

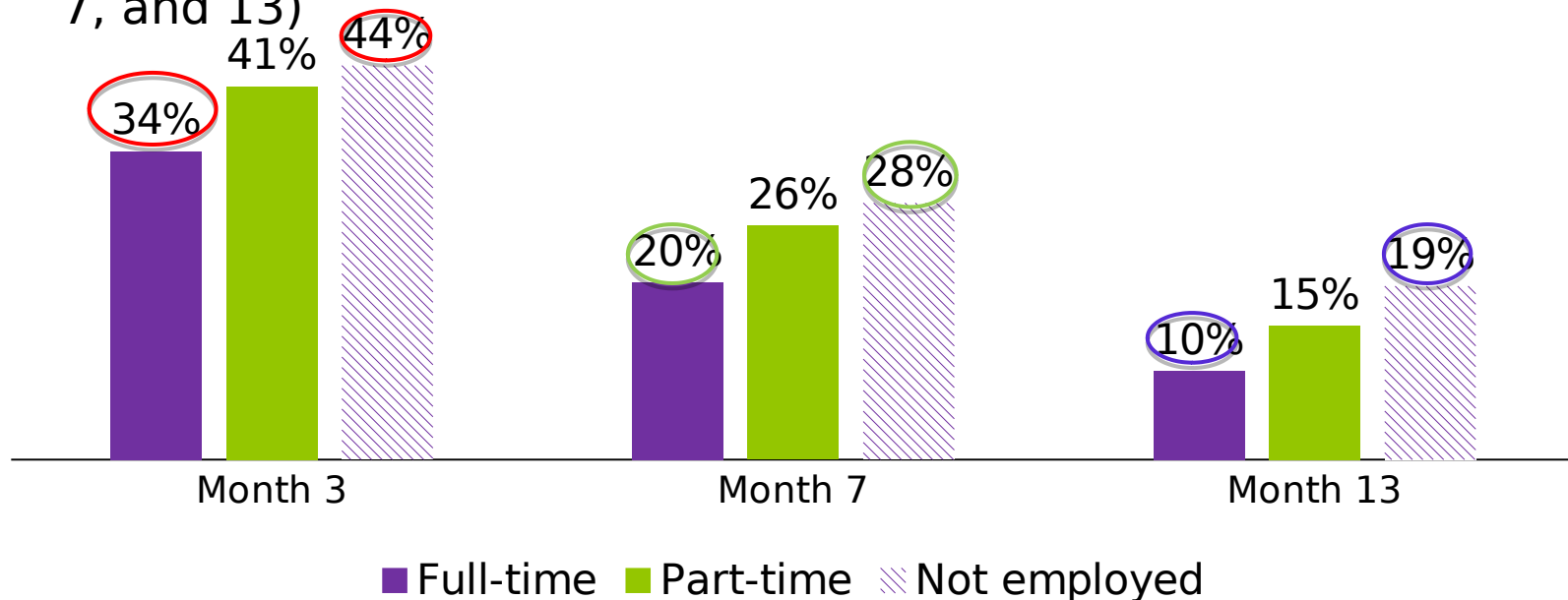
The percentage of ITFPS-2 mothers working and going to school by work status (Months 3-24)



- ▨ Part-time and school
- ▧ Full-time and school
- Part-time only
- Full-time, only

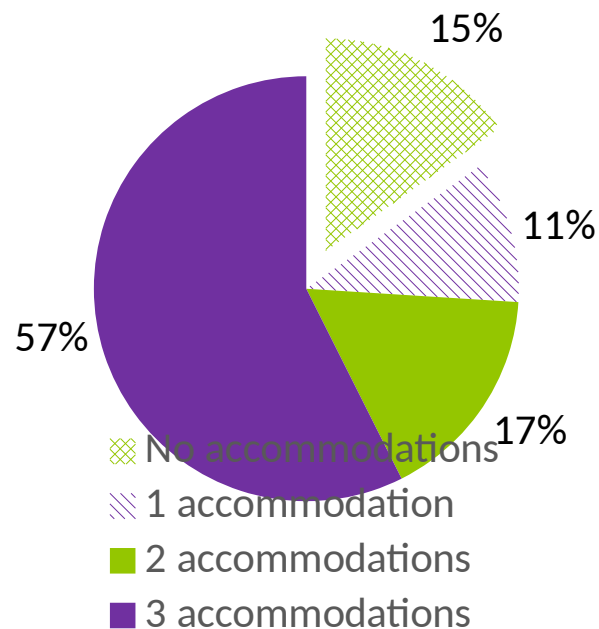
Mothers who work full-time are less likely to be breastfeeding than are mothers who are not employed at each time point

Breastfeeding rates by employment status groups (Months 3, 7, and 13)

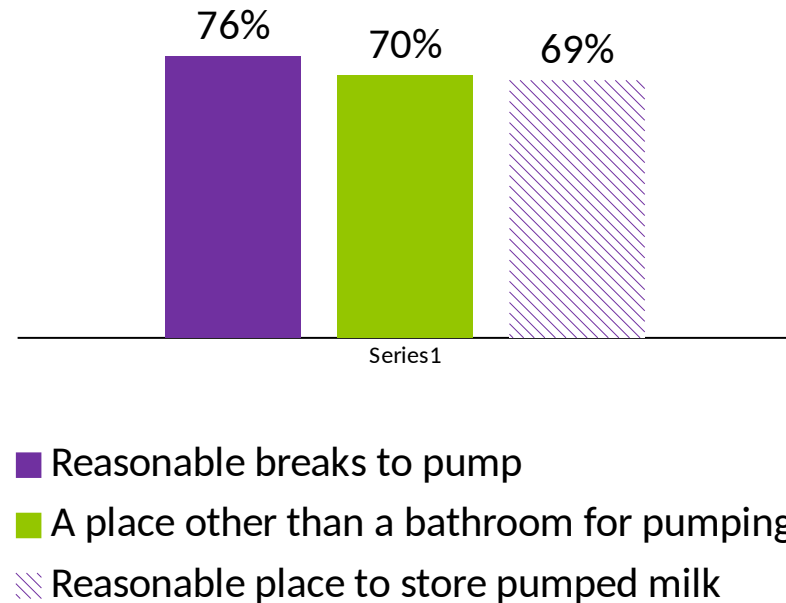


Many breastfeeding mothers report workplace accommodations for breastfeeding

Number of workplace accommodations reported by employed, breastfeeding

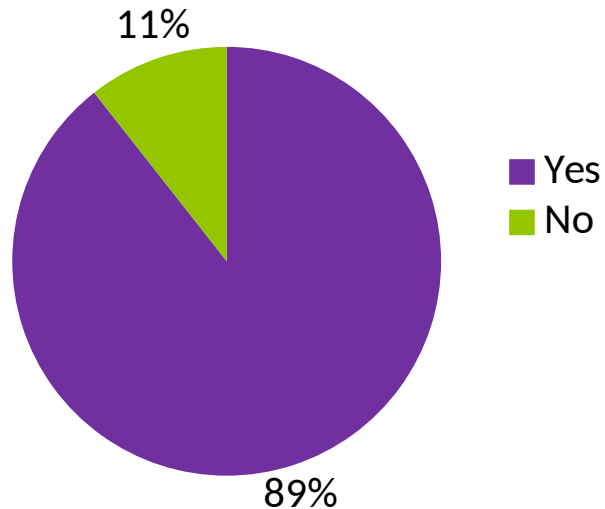


Percentage of employed, breastfeeding mothers reporting each type of workplace

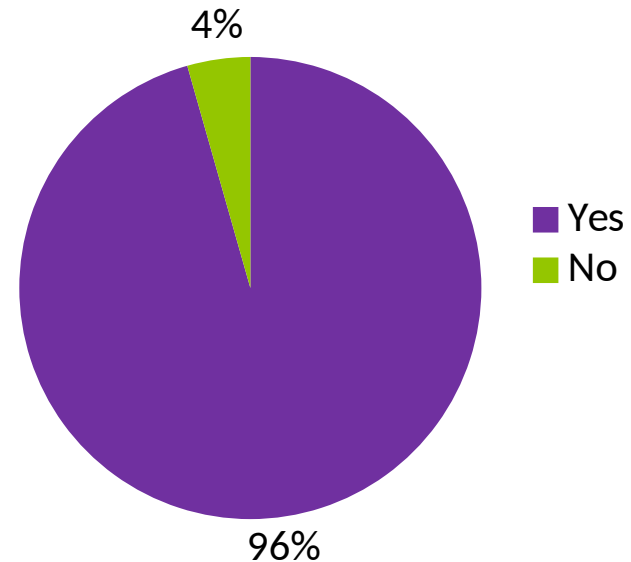


Caregivers say that the WIC food package allows them to purchase foods they typically feed their child

7 months



15 months





Top foods and beverages consumed at breakfast at 13 and 24 months

Month 13		Month 24	
Top five foods or beverages	Percent of study children consuming	Top five foods or beverages	Percent of study children consuming
Breakfast		Breakfast	
☐ Milk and milk products	50.4%	☐ Milk and milk products	61.2%
☐ Any fruit (excluding juice)	28.6	☐ Non-infant cereal (not presweetened)	31.8
☐ Non-infant cereal (not presweetened)	25.1	☐ Eggs	29.1
☐ Infant cereals	23.5	☐ 100 percent fruit juice	27.5
☐ Eggs	20.5	☐ Any fruit (excluding juice)	23.8
☐ Type of food available in the WIC food packages			
Unweighted n	2,613	Unweighted n	2,375
Weighted n	410.041	Weighted n	428.368

Top foods and beverages consumed at lunch at 13 and 24 months

Month 13		Month 24	
Top five foods or beverages	Percent of study children consuming	Top five foods or beverages	Percent of study children consuming
Lunch		Lunch	
Any vegetables	30.5%	Non-baby food meat	34.7%
Milk and milk products	28.3	100 percent fruit juice	34.6
Any fruit (excluding juice)	28.0	Any vegetables	28.1
100 percent fruit juice	27.1	Milk and milk products	25.3
Non-baby food meat	23.9	Any fruit (excluding juice)	24.7
Type of food available in the WIC food packages Unweighted n 2,459		Unweighted n 2,280	
Weighted n 383,586		Weighted n 410,871	



And top foods and beverages consumed at dinner at 13 and 24 months

Month 13		Month 24	
Top five foods or beverages	Percent of study children consuming	Top five foods or beverages	Percent of study children consuming
Dinner		Dinner	
Any vegetables	42.9%	Non-baby food meat	45.5%
Non-baby food meat	32.0	Any vegetables	43.6
Milk and milk products	29.5	Milk and milk products	30.1
100 percent fruit juice	19.1	100 percent fruit juice	24.4
Any fruit (excluding juice)	13.7	Rice and pasta	16.1
Unweighted n	2,491	Unweighted n	2,309
Weighted n	389,063	Weighted n	415,502

□ Type of food available in the WIC food packages

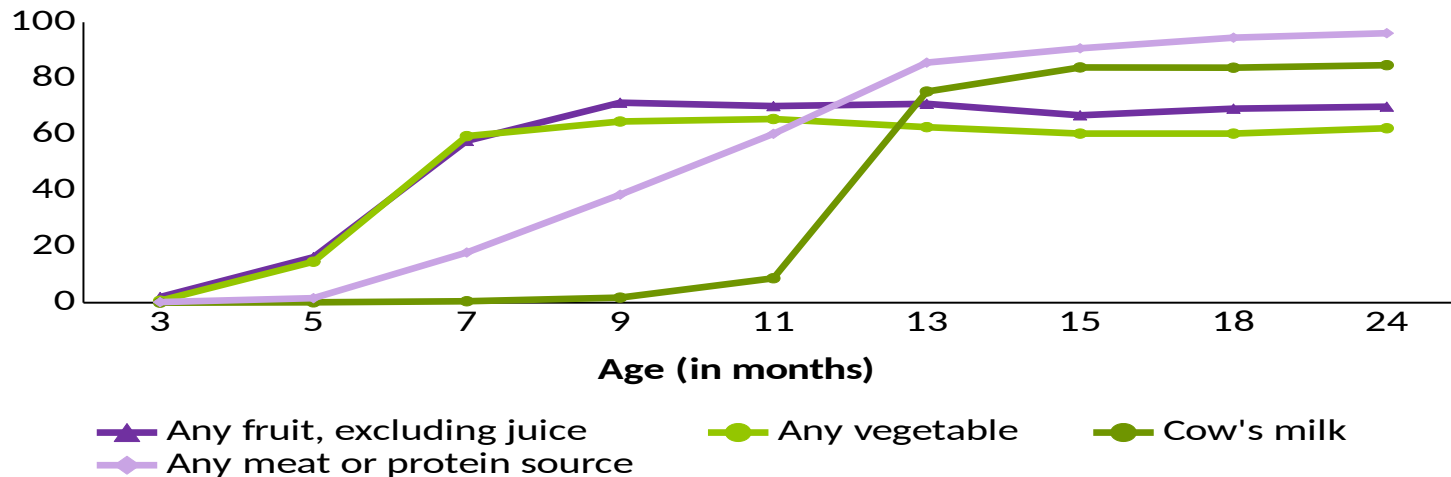


Top five foods and beverages consumed as snacks at 13 and 24 months

Month 13		Month 24	
Top five foods or beverages	Percent of study children consuming	Top five foods or beverages	Percent of study children consuming
Snacks		Snacks	
☐ Any fruit (excluding juice)	42.1%	☐ Any fruit (excluding juice)	50.0%
☐ Milk and milk products	38.5	☐ Milk and milk products	39.0
☐ Crackers, pretzels, rice cakes	34.1	☐ Crackers, pretzels, rice cakes	29.1
☐ 100 percent fruit juice	19.5	☐ 100 percent fruit juice	20.7
☐ Baby food desserts	15.6	☐ Salty snacks	19.9
☐ Unweighted n	2160	☐ Unweighted n	1,999
☐ Weighted n	329,421	☐ Weighted n	351,307

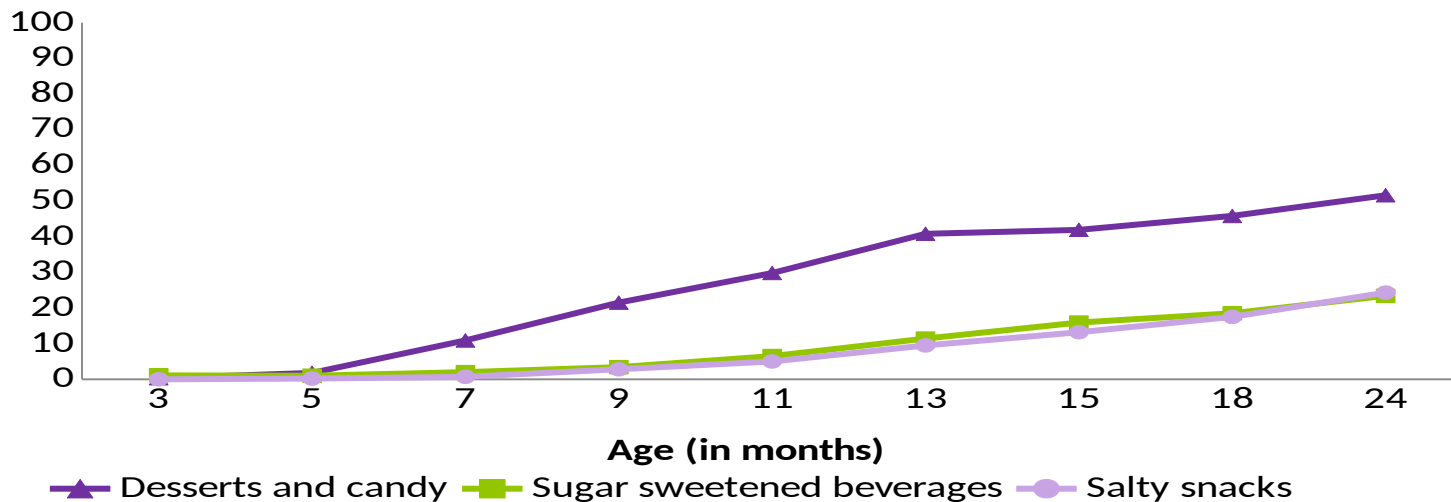
Children enrolled in WIC are increasing consumption of fruits, vegetables, cow's milk, and meats and other proteins...

Percentage of Study Children Consuming on a Given Day



...but are also increasing consumption of desserts, sugar-sweetened beverages, and salty snacks

Percentage of Study Children Consuming on a Given Day



Macronutrient and micronutrient intakes mostly meet or exceed recommended levels through the first year of life



- At each month, median macronutrient levels meet or exceed the recommended levels for that age.
- At each month, most median micronutrient levels also exceed the recommended levels for that age. The exceptions are:
 - Median vitamin D intake is below adequate intake levels throughout infancy.
 - 20% of children have intakes of iron below the estimated average requirement at month 7, 16.7% at month 9, and 14.7% at month 11.
 - 17.4% of children have intakes of zinc below the estimated average requirement at month 7, 11.4% at month 9, and 6.9% at month 11.



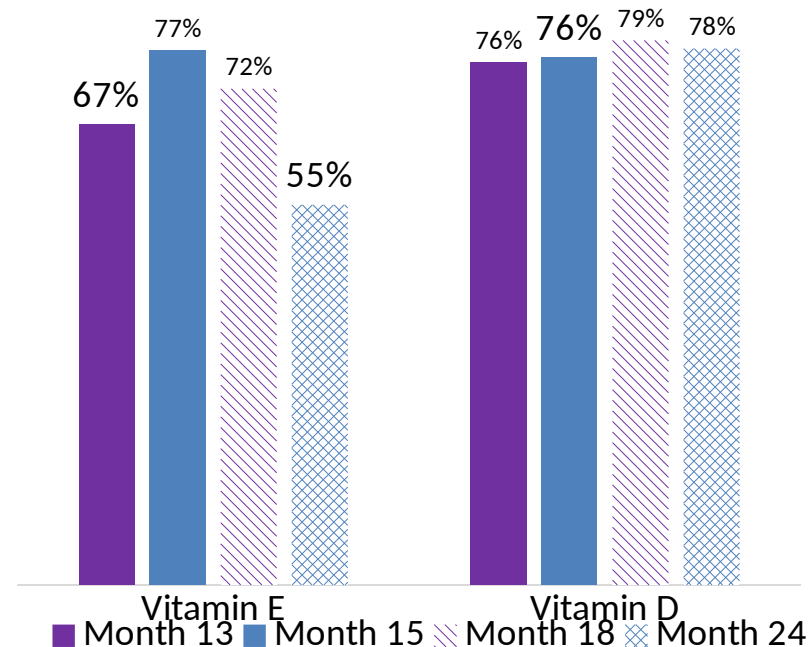
Macronutrient and micronutrient intakes mostly meet or exceed recommended levels through the second year of life

- From months 13-24, median macronutrient levels exceed the recommended levels for each age.
- From months 13-24, prevalence of inadequate intakes (below the estimated average requirement) for most micronutrients is less than 5%.
- Inadequate intakes of iron and zinc decrease as children age, and less than 5% have inadequate intakes in the second year.

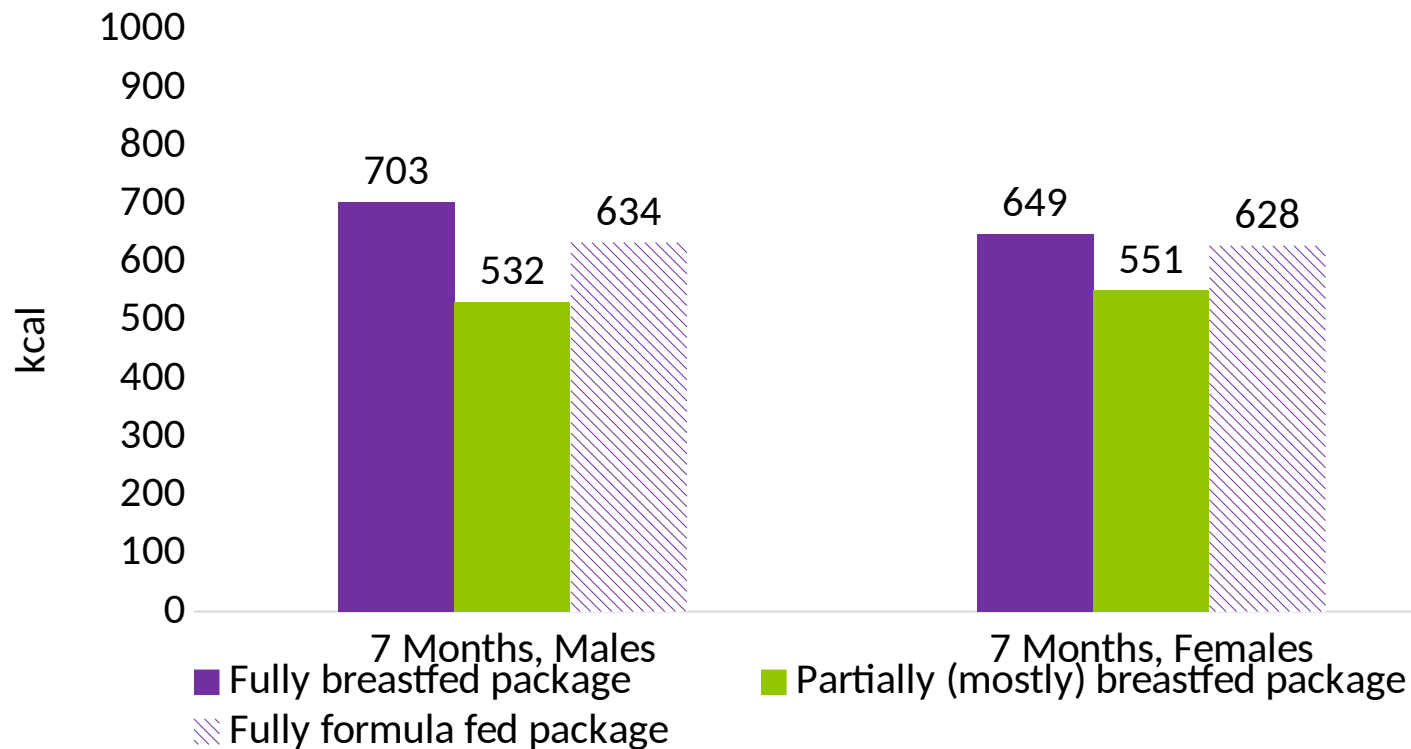
Vitamins E and D are the exceptions

Prevalence of inadequate intakes of vitamins E and D, months 13 to 24

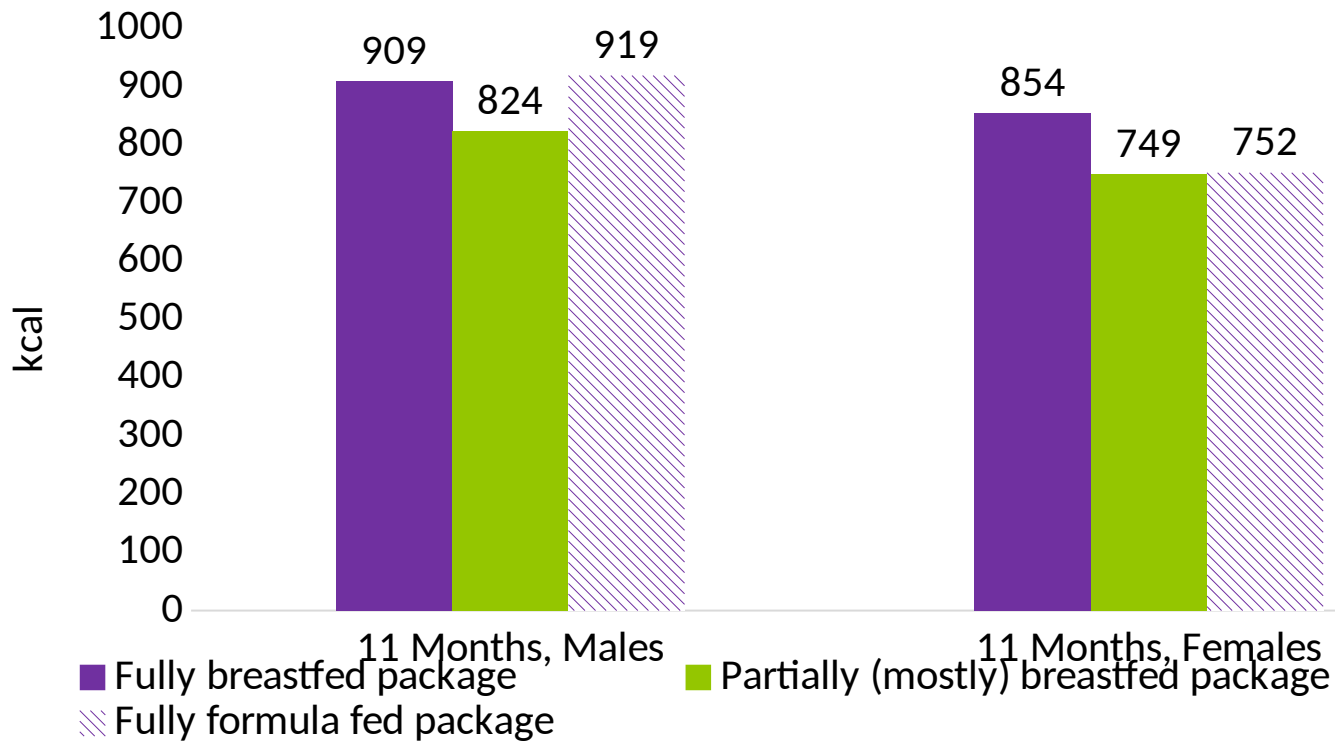
- Vitamins E and D have high prevalences of inadequate intakes in the second year.



At 7 months, median caloric intake is lowest among infants issued the partially (mostly) breastfed food package at 6 months



But by 11 months, those differences are smaller in magnitude

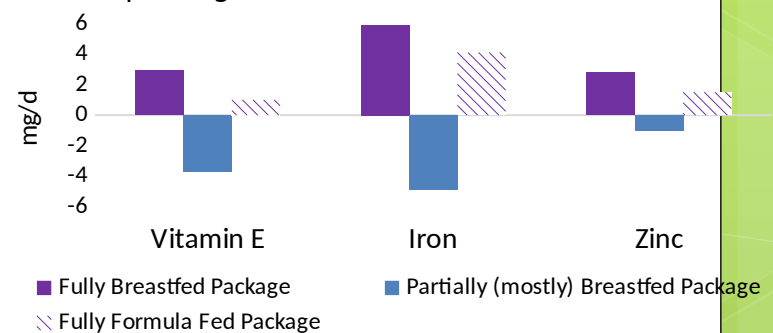


Infants who receive the partially (mostly) breastfed package at 6 months are at risk for not meeting some nutrient needs

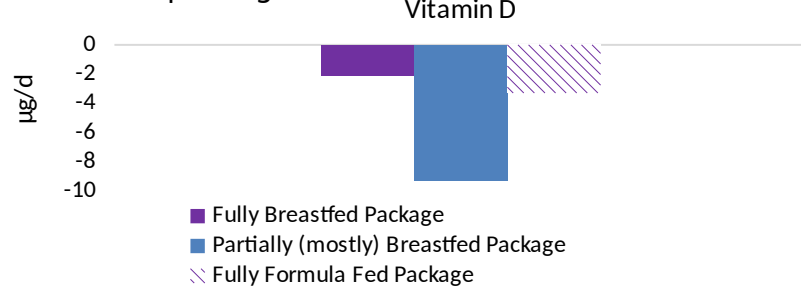


- Median macronutrient intake levels are similar across the three food package groups.
- Median micronutrient intake levels, however, are lower for the partially (mostly) breastfed package group.
- Controlling for energy intake suggests that the problem may be rooted in low energy intake for the partially (mostly) breastfed package group.
- Nutrient levels return to higher levels by 11 months.

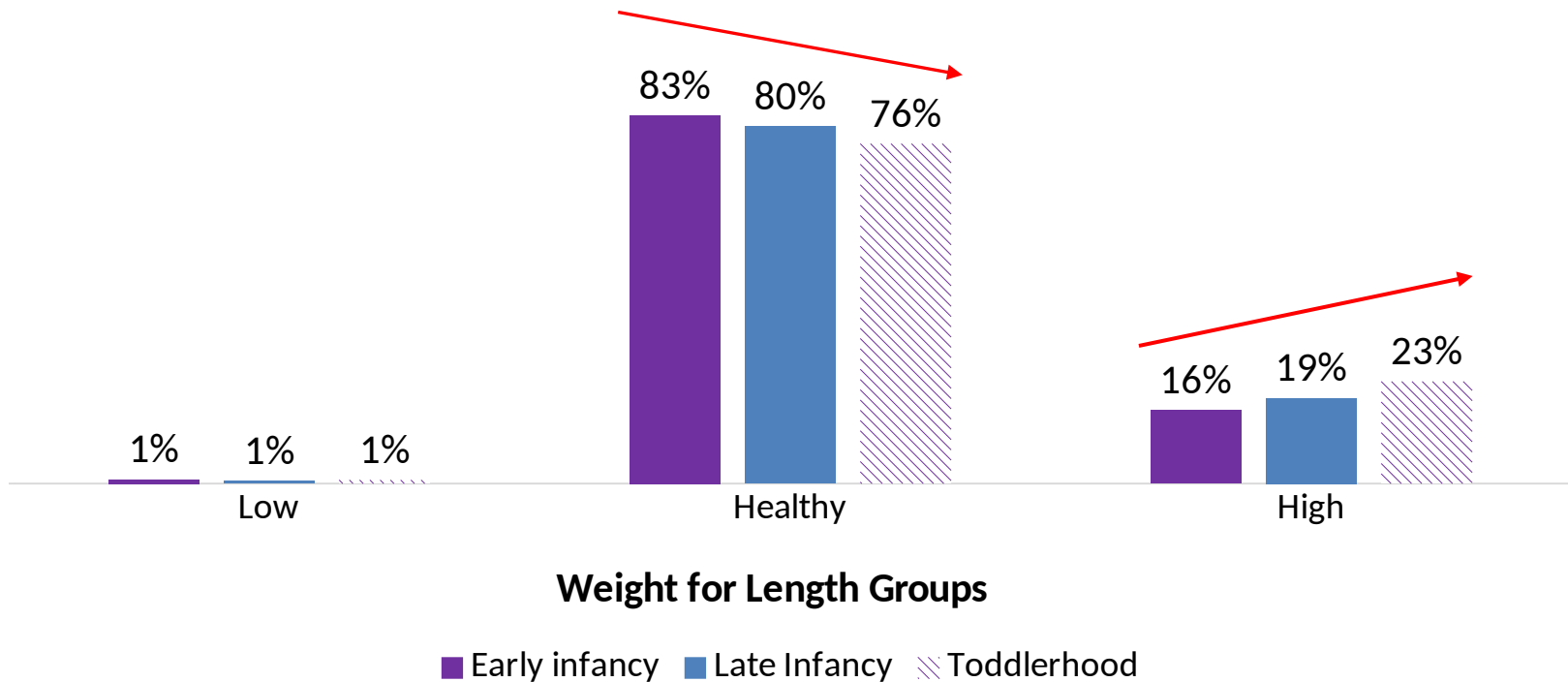
Difference between recommended levels and 7-month median intake of vitamin E, iron, and zinc by 6-month food package



Difference between recommended levels and 7-month median intake of vitamin D by 6-month food package



While most children are healthy weight-for-length, the percentage who are high weight-for-length increases with age



Next Report (Age 3)

- Work, child care, medical care, federal food benefit receipt
- Healthy food purchasing, feeding beliefs, rules, and practices
- Food intake
- Energy and nutrient intake
- Weight and growth



Study Activities during Extension

- Obtain State/local IRB approvals
- Notify parents/caregivers and ask them to continue with study
- Stay in contact with parents/caregivers
- Conduct one additional interview at 72 months
- Obtain weight and height measurements at 72 months

Study Participation during Extension

Estimates of number and percent of completed interviews*

	Number	Percent Interviews Completed
42 Months	2,636	65%
48 Months	2,573	64%
54 Months	2,087	52%
60 Months	1,980	49%
72 Months	1,901	47%

* Children remain in study regardless of WIC enrollment status

Keeping Parents/Caregivers Engaged

- Extension flyer, birthday cards, thank you notes, phone calls, text messages
- Proposed incentives
 - \$60 (plus \$10 for use of cell phone) for 72 month interview
 - \$60 (plus \$10 for transportation) for obtaining measurements at 72 months



Assistance from States and Sites

- Obtaining measurements at 72 months (age 6 years)
- All parents/caregivers will be asked to take child to WIC site or healthcare provider for measurements
- Measurement cards will be provided to all parents/caregivers to obtain measurements and return to Westat



Measurement Card

RV2453
~8967.04.09.01~

APPENDIX F1
72-mo HW measurement card - English

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 433 ROCKVILLE, MD
POSTAGE PAID BY ADDRESSEE

Westat
1600 Research Boulevard
Rockville, Maryland 20850-9973

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

feeding my baby
A National WIC Study

Measurement Card

feeding my baby
A National WIC Study

OPHS Approval No. 0354-0202
Approval Expires:

Measurement Card Instructions

This child is taking part in the WIC Feeding My Baby Study sponsored by the United States Department of Agriculture (USDA), Food and Nutrition Service. The purpose of this study is to understand health, growth, and feeding practices of children between birth and 6 years of age. To study growth, we are obtaining the height and weight measurements for these children during this critical development period. For any questions, please call 855-328-1282 (toll free).

Please complete and return this postage-paid card to Westat by mail. The parent/caregiver will receive an incentive for bringing the child in for measurements when the card is received by Westat.

Child's First and Last Name	Child's Birthdate
Parent/Caregiver's First and Last Name	

To be completed by WIC/Health Care Provider staff only

Provider Type (check box)
 WIC Program Healthcare Provider/Clinic Other

Provider Address Stamp OR
 WIC/Health Care Provider Name
 Address Phone
 Number

Measurements

Height	_____ in OR _____ cm
Weight	_____ lb _____ oz OR _____ kg

I _____ (PRINT NAME) certify that the measurements were completed in the office on _____ (DATE)

Signature of staff completing measurements _____ Title _____

According to the Privacy Protection Act of 1974, no persons are required to respond to a collection of information unless it displays a valid OPHS number. The valid OPHS control number for this information collection is 0354-0202. The time required to complete this information collection is estimated to average 30 minutes, including one time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

491 047 2417



Measurements at WIC Sites

- All children in the study who choose to come to WIC for measurements
- All parents/caregivers will be offered incentive to have measurement card completed and returned
 - Identify convenient WIC site for parent/caregiver

What if.....?

- Original study site has closed?
- Family has relocated within study site area?
- Family has relocated outside of study site area?



Measurement Data Alternatives

- Parent/caregiver sends in copy of record from healthcare provider if within 3 months of child's 6th birthday.

Other Assistance from WIC

- Help with locating parents/caregivers of children in the study if....
 - They can't be located through other means
 - They are believed to have participated in WIC through age 5 (other family members may still be participating)

feeding
my
baby

A National WIC Study

Thank you for your support!



A National WIC Study

What are your questions?

