



A National WIC Study

**Year 9**  
**Extension**  
**Webinar**  
**[Insert Date]**



# Greetings from the Feeding My Baby Study Team!

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

# Webinar Agenda

- Study background, objectives, timeline
- Role of State Agencies and sites during study extension period
- Study report highlights
- Questions from State Agencies and sites

## Original Study Objectives

- Update findings from the last study, the WIC infant feeding practices study, conducted in 1994-95
- Identify nutrition education influences on infant and child feeding practices
- Assess the impact of WIC on nutrition, health, and developmental outcomes
- Examine changes in feeding practices and behaviors as infants transition to toddlers and preschoolers and early childhood
- Identify factors that lead to continued, discontinued, or renewed participation in WIC through age 5 years

# Year 9 Extension Objectives

## Two studies

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graph TD; A[Two studies] --> B[Year 9 Followup Study]; A --> C[Lost-to-Followup Study]; B --> D[How does WIC participation influence the health and nutrition trajectories of school-aged children who previously received program benefits?]; C --> E[What are the characteristics of WIC ITFPS-2 participants who left the study during the first five years and how do they compare with those who stayed in the study?];
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### Year 9 Followup Study

How does WIC participation influence the health and nutrition trajectories of school-aged children who previously received program benefits?

### Lost-to-Followup Study

What are the characteristics of WIC ITFPS-2 participants who left the study during the first five years and how do they compare with those who stayed in the study?



# Study Recap

- 80 WIC service sites in 27 State agencies sampled
- Recruited 4,367 mother/child dyads between July and November, 2013
- Follow up telephone interviews from Prenatal to child age six (2013 - 2020)
  - Dietary Recall
  - Survey questions

# Caregiver Participation Has Been High

- 90 percent completed the prenatal interview
- 70 percent completed the interview when the child was 72-months-old
- Average completion rate **77 percent** over 18 interviews from prenatal through 72-months.

# Measurements of Infants/Children

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





# How will the findings be used?

- The Year 9 Extension findings will be used to inform the nation about the important role WIC plays in early childhood nutrition even beyond the period of eligibility.

Along with the base study, the extension study findings may also be used to:

- Inform nutrition education
- Assess the role of WIC in children's food and nutrient intakes
- Identify factors associated with movement in and out of WIC



# Study Activities during Extension

- Obtain State/local IRB approvals
- Stay in contact with parents/caregivers
- Conduct one additional interview at age 9
- Obtain measurements at age 9
- Obtain administrative data on study participants who left the study in the first five years.

# Study Participation during Extension

- 4,032 active participants at the end of the 72-month interview
- 1,098 expected to complete the final age 9 interview.
- Interview time period April, 2022 – August, 2023

# Keeping Parents/Caregivers Engaged

- Extension letter, birthday cards, thank you notes, phone calls, text messages
- Proposed incentives
  - \$70 gift card (plus \$10 for use of cell phone) for age nine interview
  - \$70 gift card (plus \$10 for transportation) for obtaining measurements at age nine.

# Assistance from States and Sites – Age 9 Measurements

- 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  
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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.

01-07-2017

# 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 Card Alternatives

- Parent/caregiver sends in copy of record from healthcare provider within 4 months of child's 9<sup>th</sup> birthday.

## Assistance from WIC – Participant contact information

- Help with locating parents/caregivers of children in the study if....
  - They can't be located through other means



## Administrative Data from State Agencies – Lost to Followup Study

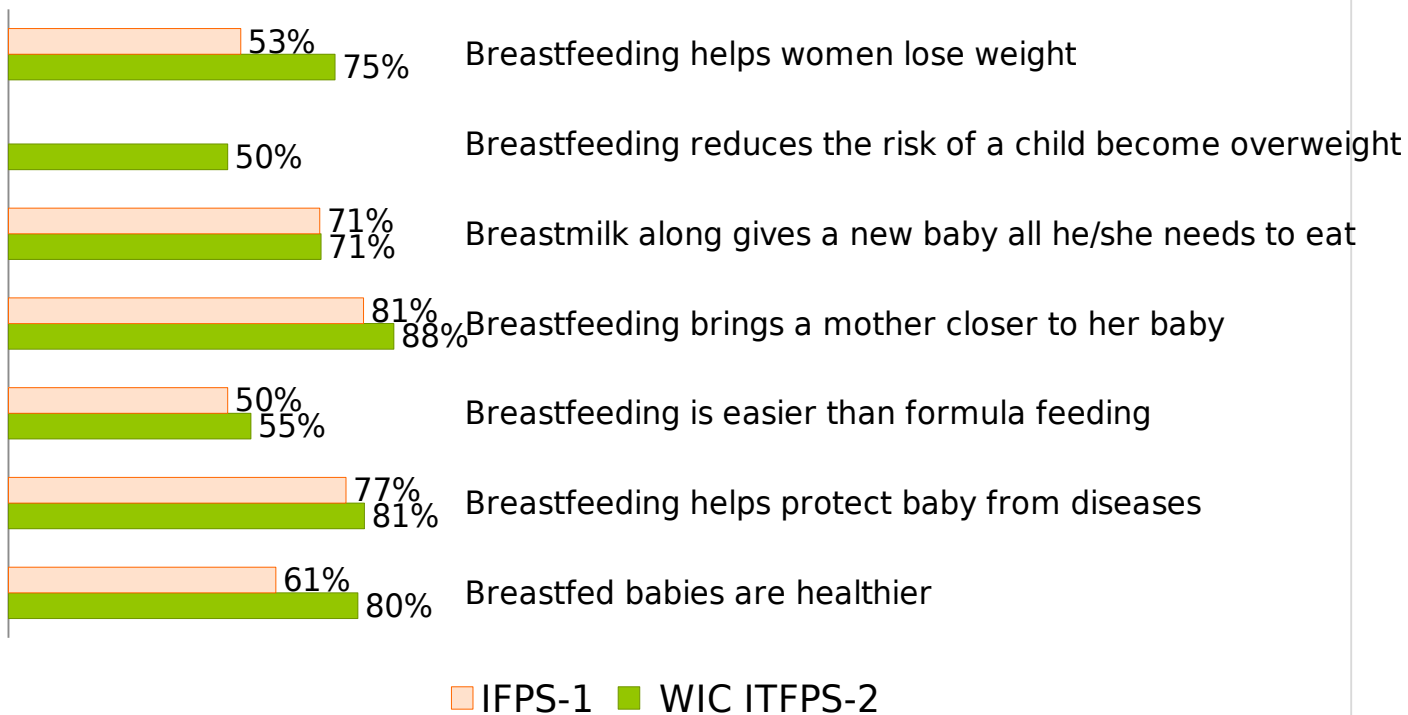
- Similar to the previous administrative data requests.
- Westat will provide a list of participants who left the study in the first five years.
- State agencies fill in the requested variables and return the list
- \$1,000 grant offered towards the extra effort.

# Typical Report Topics

- Work, child care, and feeding beliefs
- Feeding practices
- Food intake
- Energy and nutrient intake
- Weight and growth
- Correlates of WIC participation

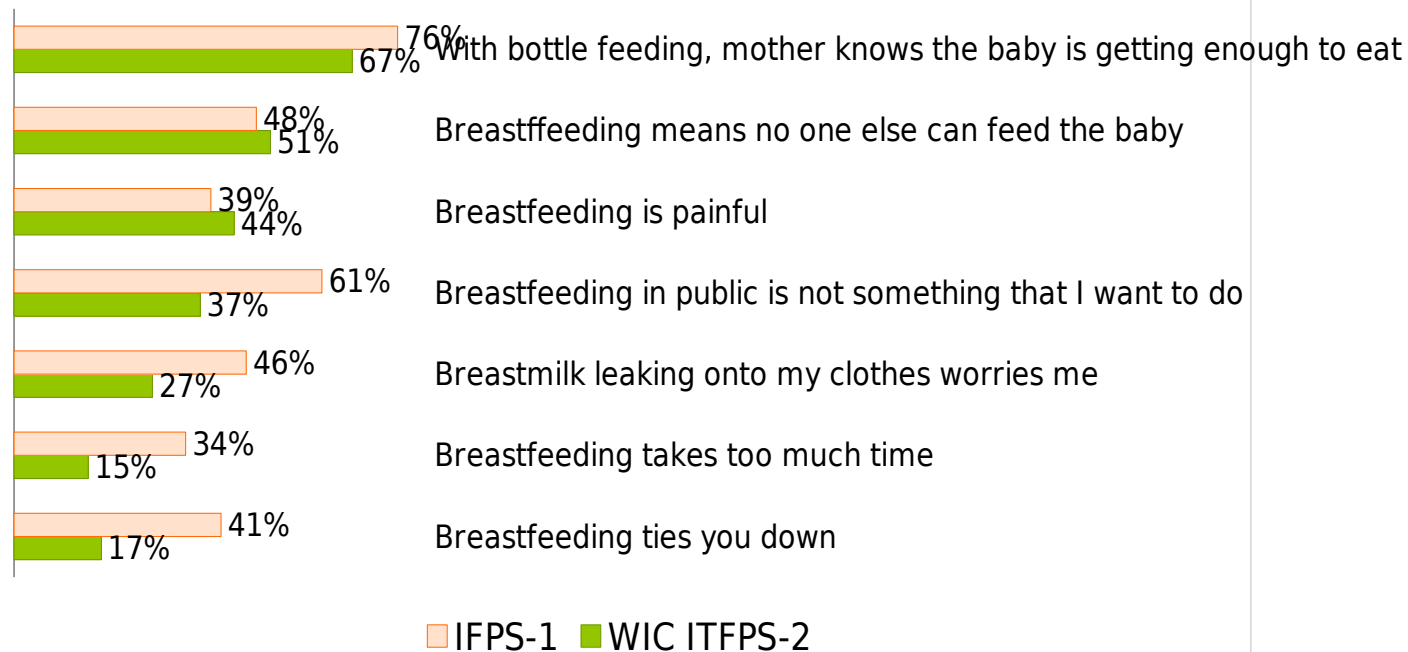
# Positive Prenatal Perceptions of Breastfeeding Generally Increased

Percentage of Study Mothers Agreeing

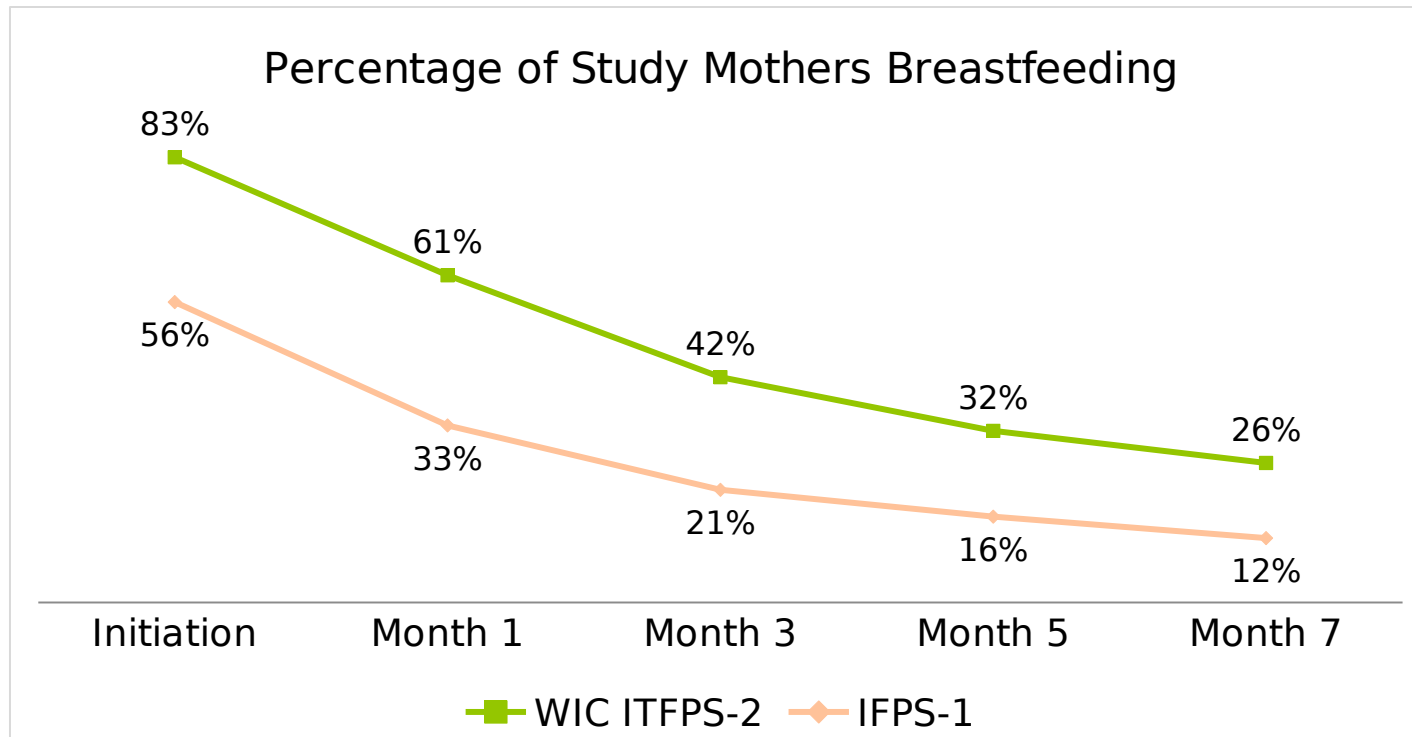


# Negative Prenatal Perceptions of Breastfeeding Evidenced Some Decline

Percentage of Study Mothers Agreeing

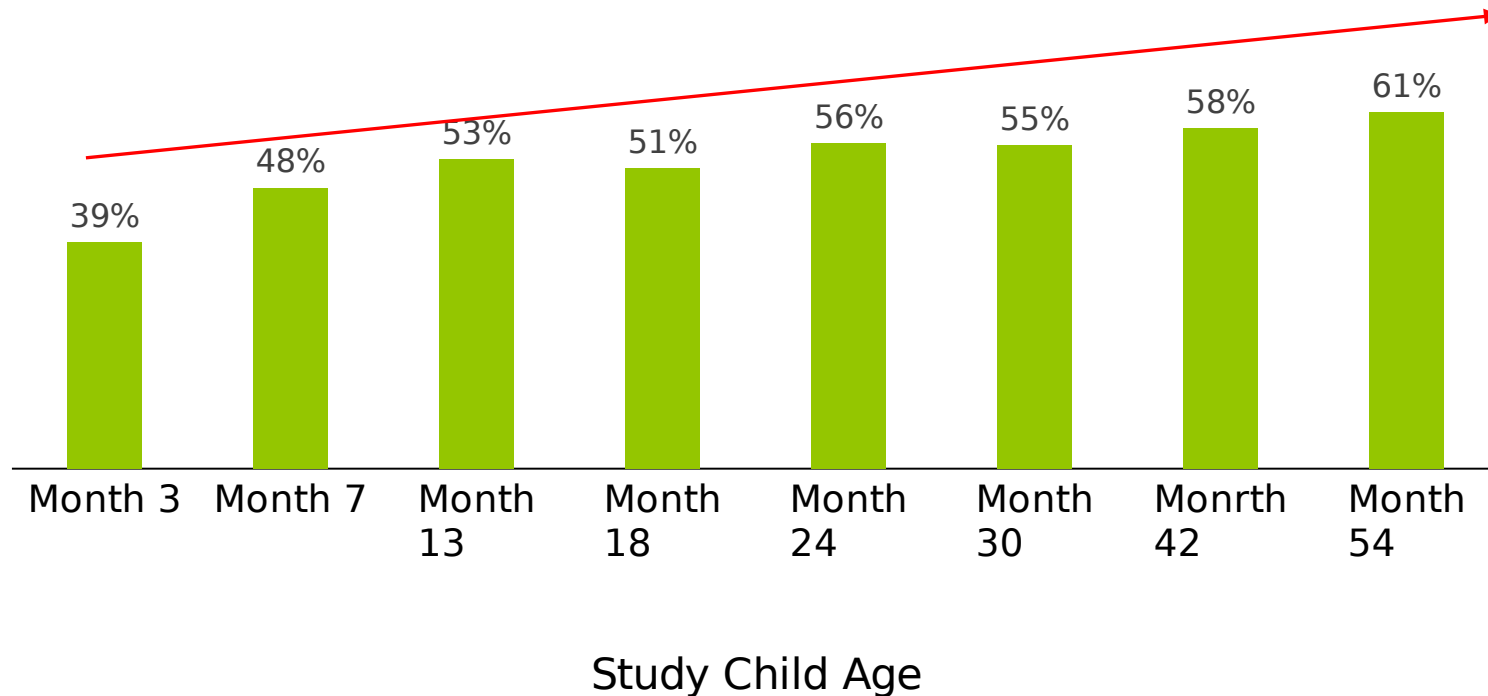


# Breastfeeding Initiation Rates and Duration Increased



# Increasing percentages of study mothers are working or attending school

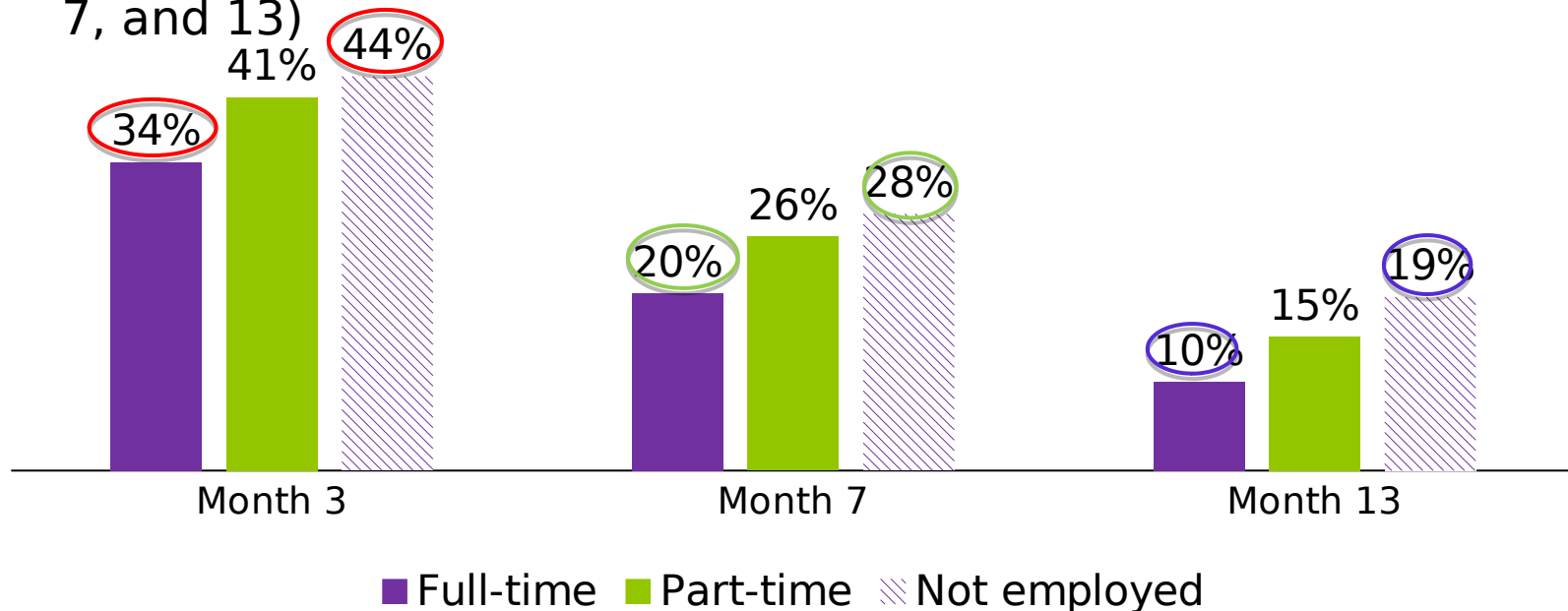
The percentage of study mothers working and/or going to school



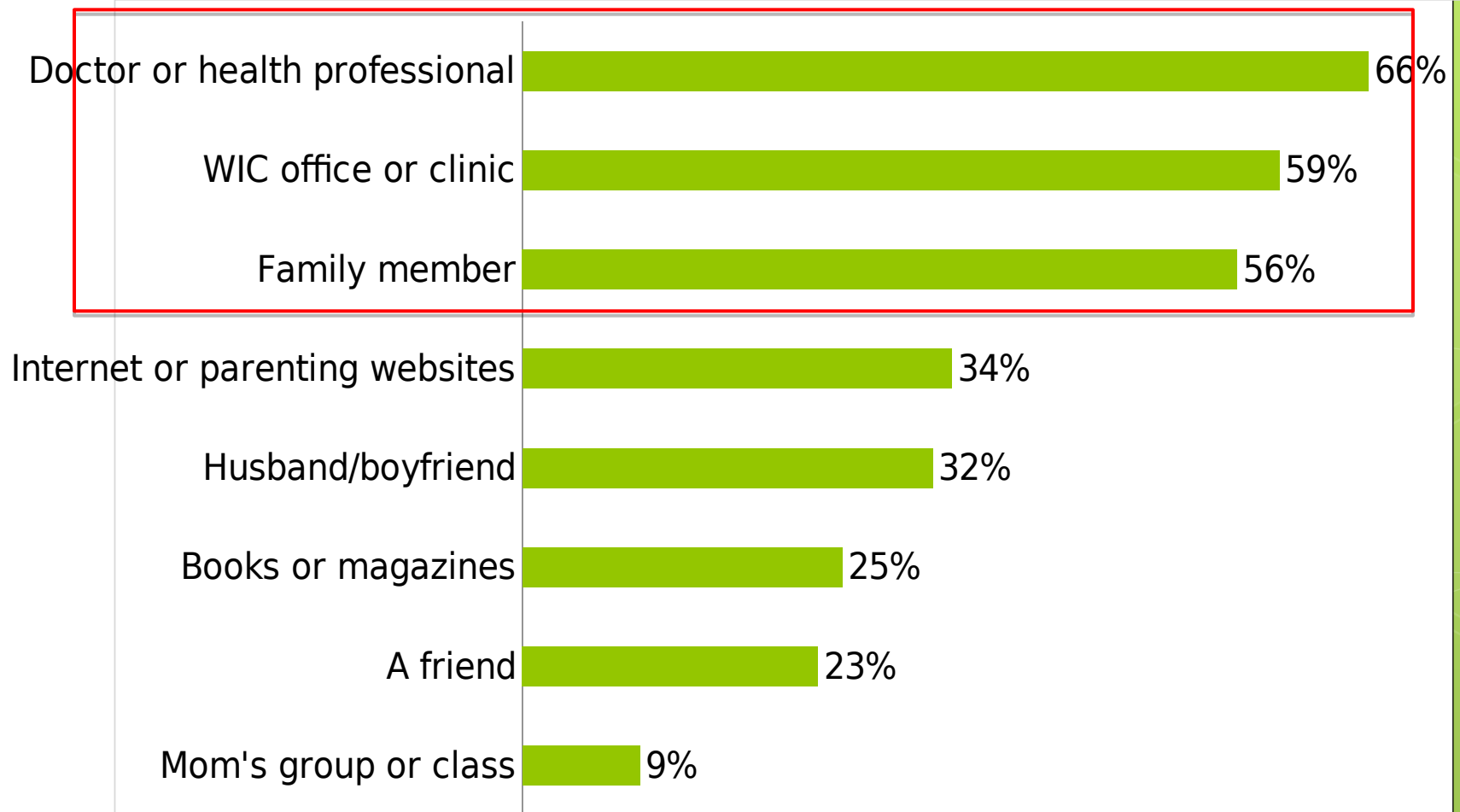


Mothers who work full-time are less likely to be breastfeeding than are mothers who are not employed at each time point

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



# WIC is a Trusted Source for Infant Feeding Information

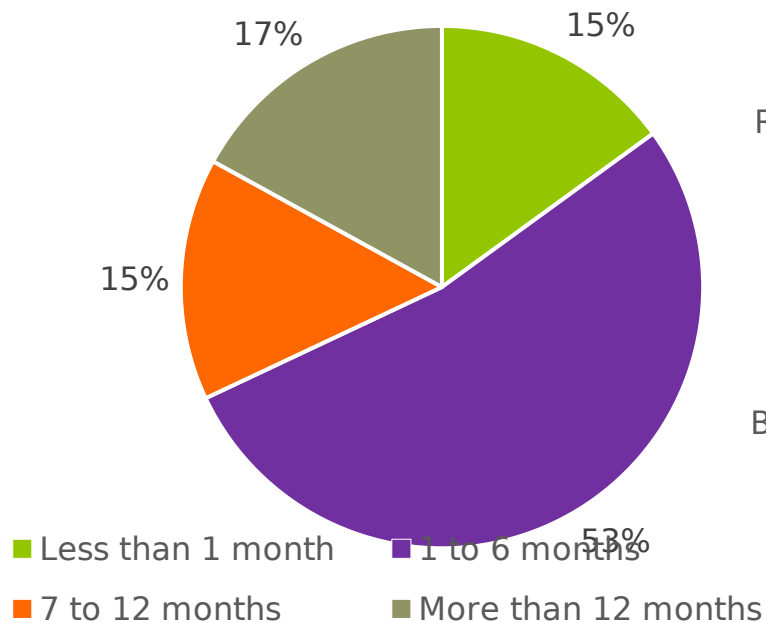


# Reasons for Leaving WIC the First Time

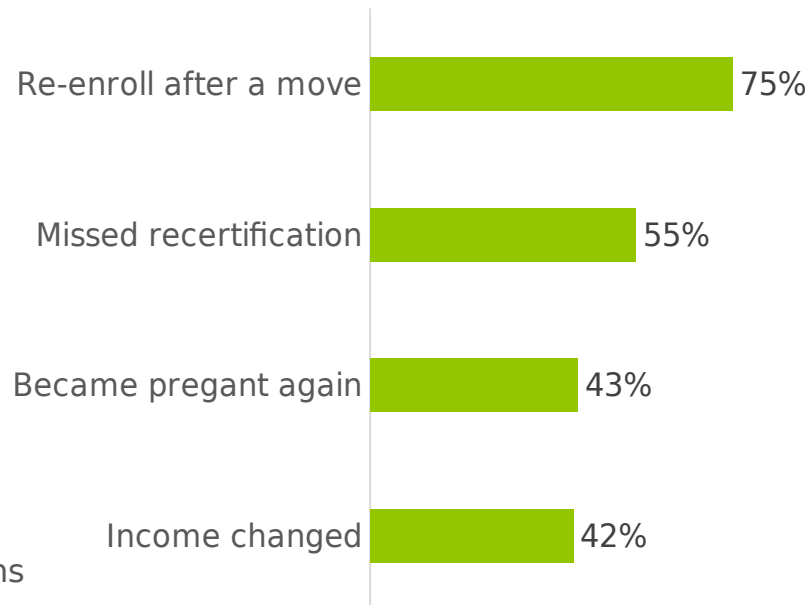
| Reasons for leaving WIC <sup>a</sup> | Left WIC for the first time prior to the fifth year<br>% | Left WIC for the first time during the fifth year (at the 54-month interview)<br>% |
|--------------------------------------|--|--|
| No longer qualify for WIC            | 22.9   | 17.7   |
| Inconvenient                         | 39.4   | 35.2   |
| No longer need WIC                   | 25.7   | 19.6   |
| Other reasons <sup>b</sup>           |  |  |
| Dislike items in food package        | 8.4  | 3.5  |
| Dissatisfied with program            | 3.7  | 25.4   |
| Missed appointment                   | 18.5   | 25.6   |
| Moved/trouble finding new clinic     | 17.2   | 9.5  |
| Time constraints                     | 6.5  | 1.3  |
| Transportation                       | 11.6   | 9.3  |
| Work/school conflict                 | 11.4   | 13.1   |
| Miscellaneous                        | 13.3   | 12.3   |
| Unweighted n                         | 607  | 31   |
| Weighted n                           | 247,271  | 12,194   |

# Though Some Leave WIC, Many Return after a Short Break

Percentage by Length of Time They Stopped

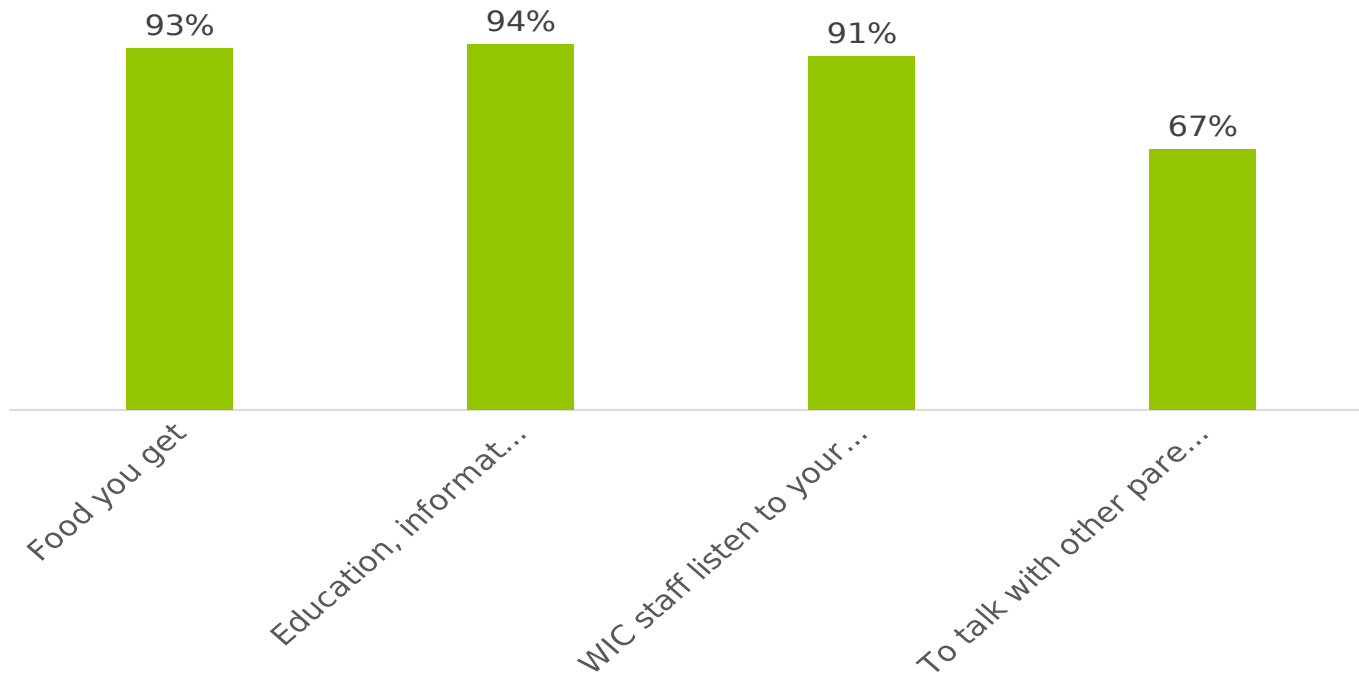


Percentage of Study Participants by Reason They Return to WIC



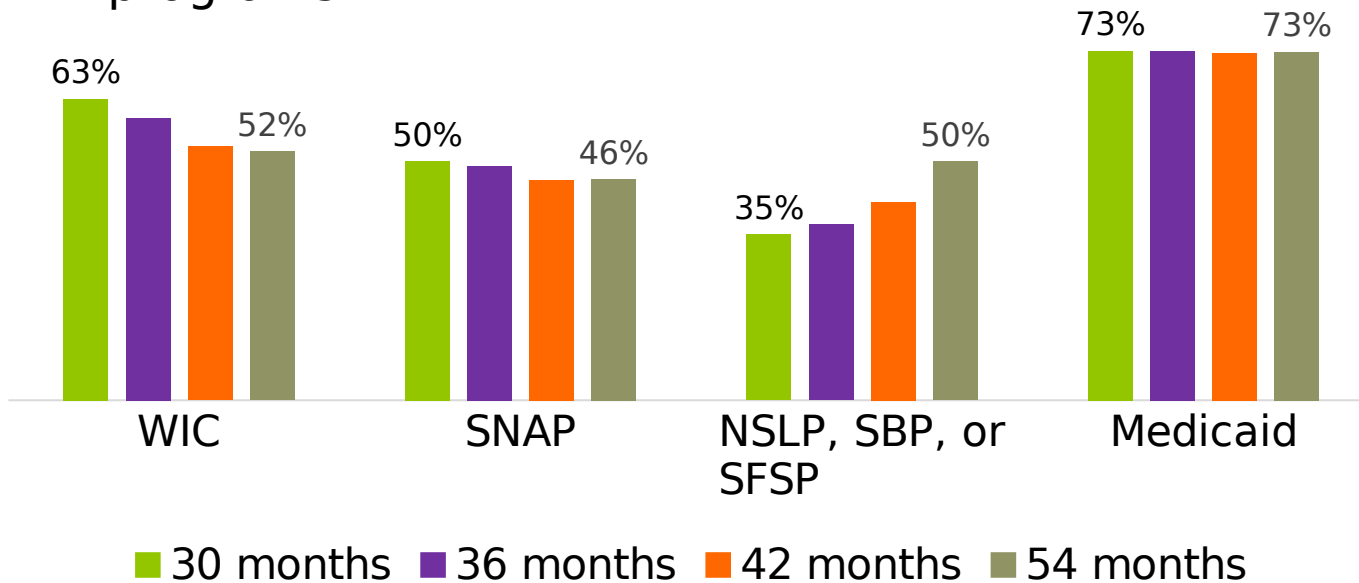
# People Stay with WIC for Several Reasons

Reasons Why People Stay with WIC



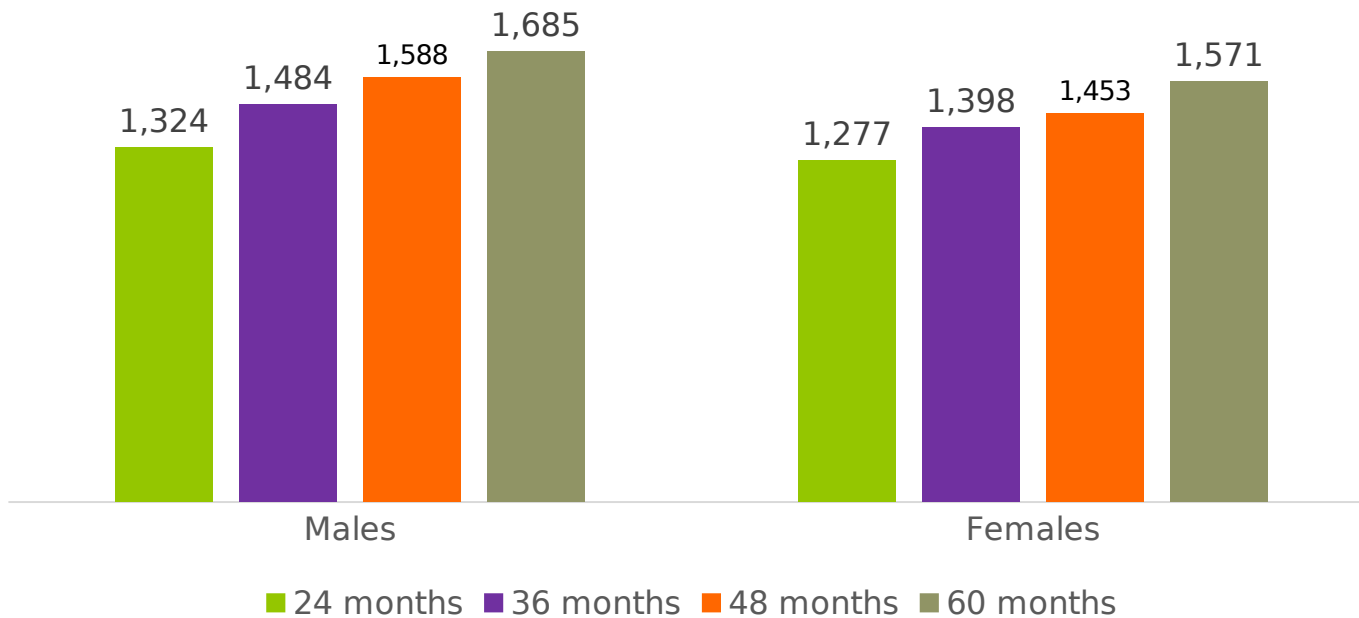
# Participation in Benefit Programs

Percentage of caregivers participating in benefit programs



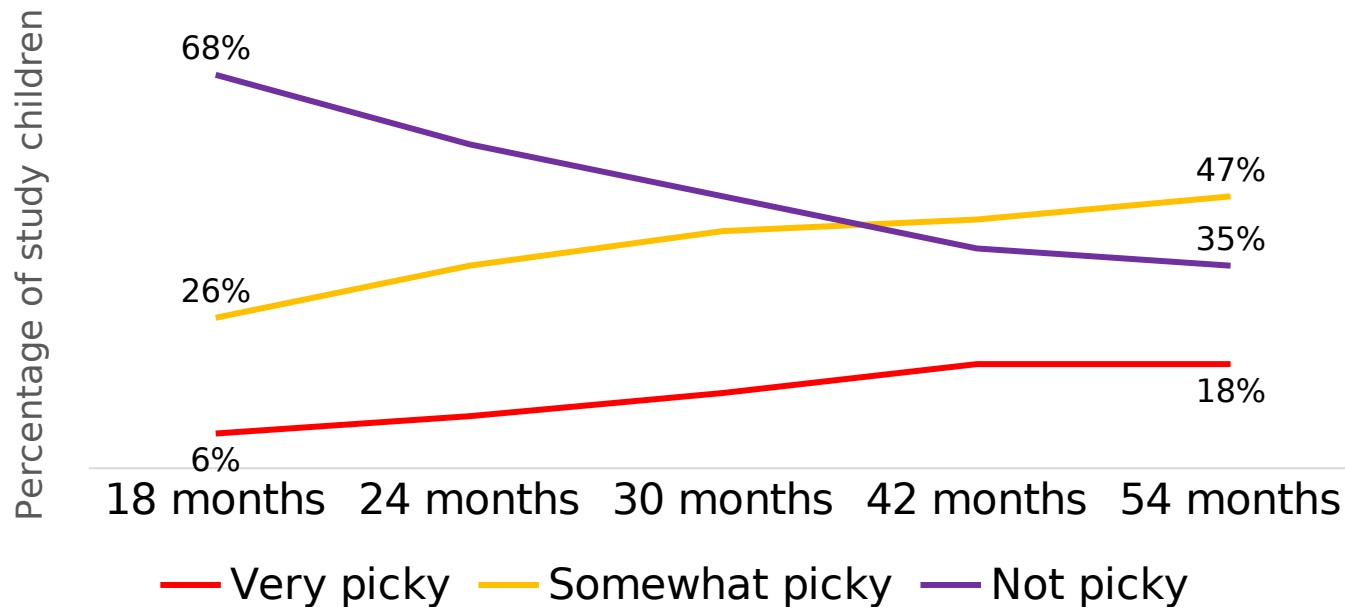
# Energy intakes rises with age

Median Energy Intake of Study Children by Gender



# Prevalence of Picky Eating Rises

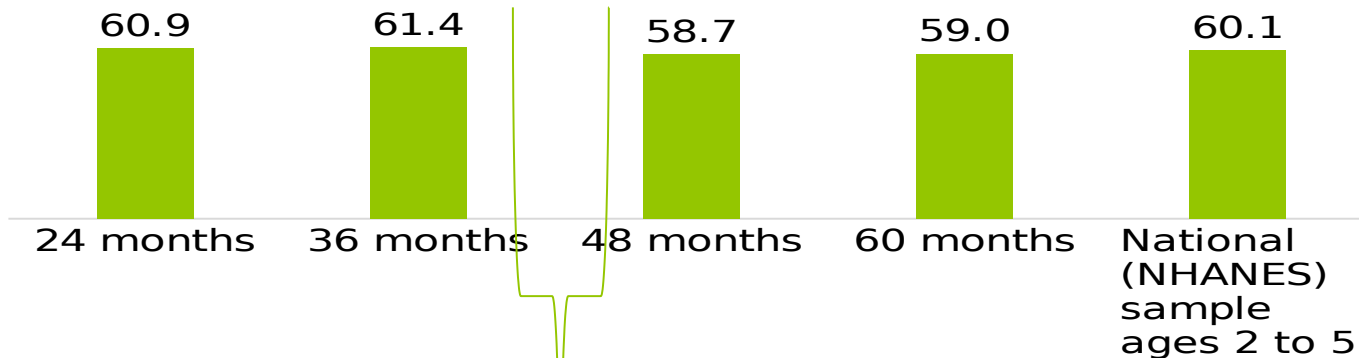
Caregiver perception of the child's pickiness





# Study Children's Diet Quality as Good as a National Sample of US Children

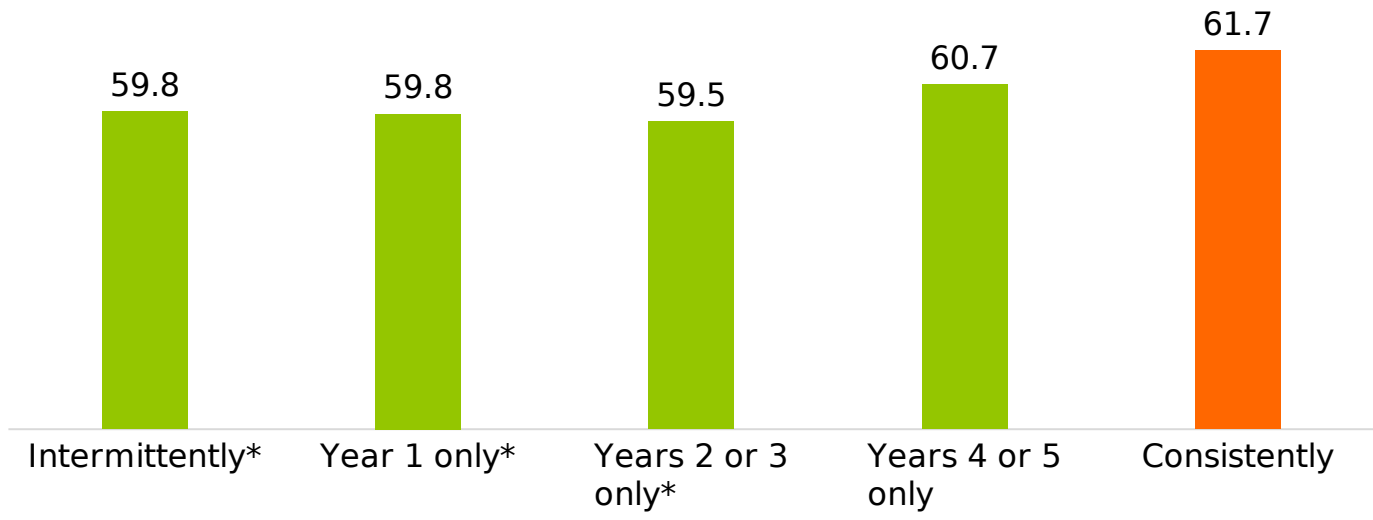
Mean 2015 Healthy Eating Index Scores



Study child's  
age

# Longer WIC Participation is Positively Associated with Diet Quality

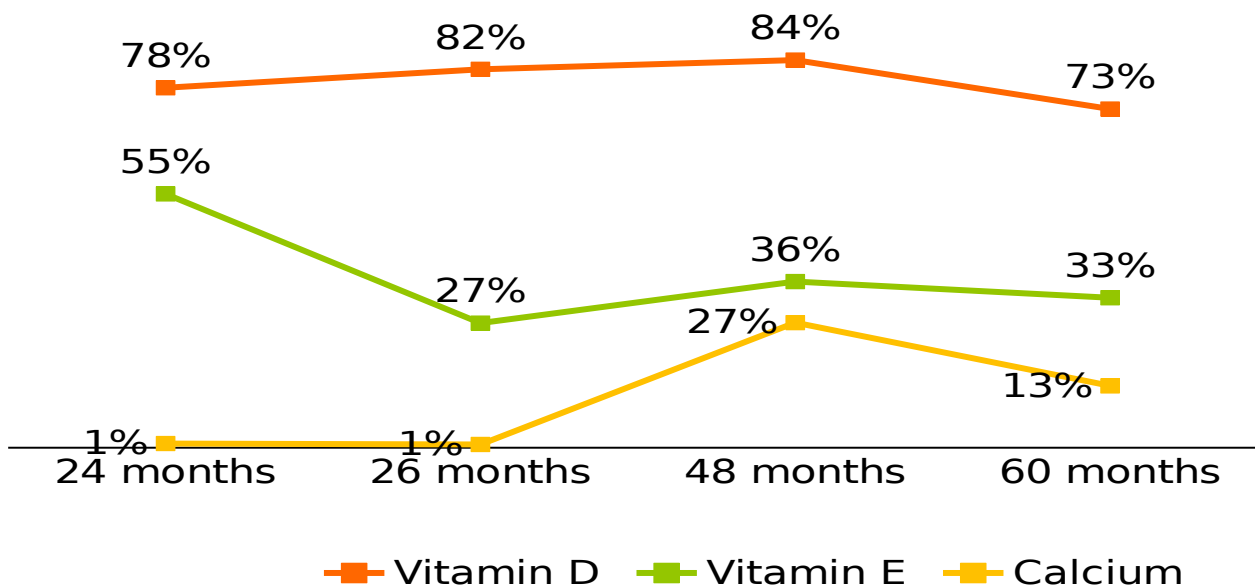
Adjusted Mean HEI-2015 Total Scores by Duration of WIC Participation



The asterisk (\*) indicates that each mean differs significantly from the mean for the group who participated consistently with WIC through the 54-month interview.

# A Few Nutrients with Inadequate Intakes

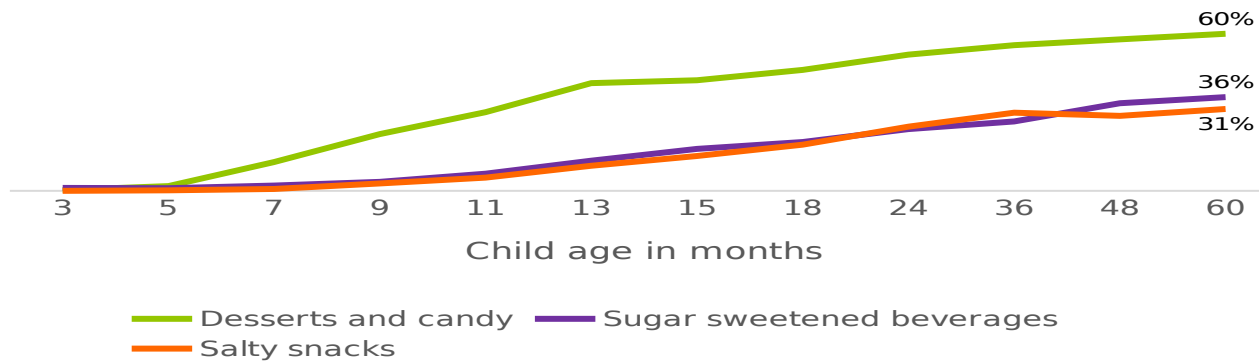
Percent of study children with inadequate intakes



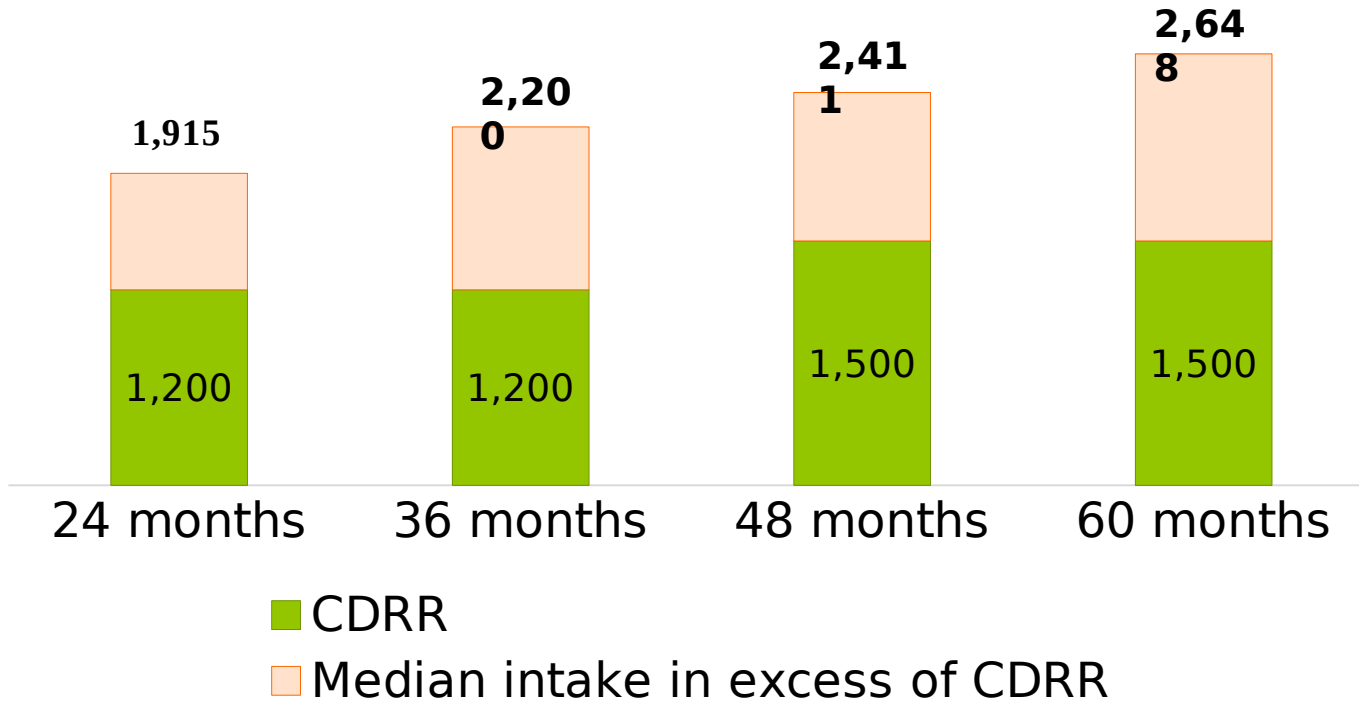
# Consumption of Desserts, Sugar-sweetened Beverages, and Salty Snacks Rises Over Time

Percentage of study children consuming on a given day

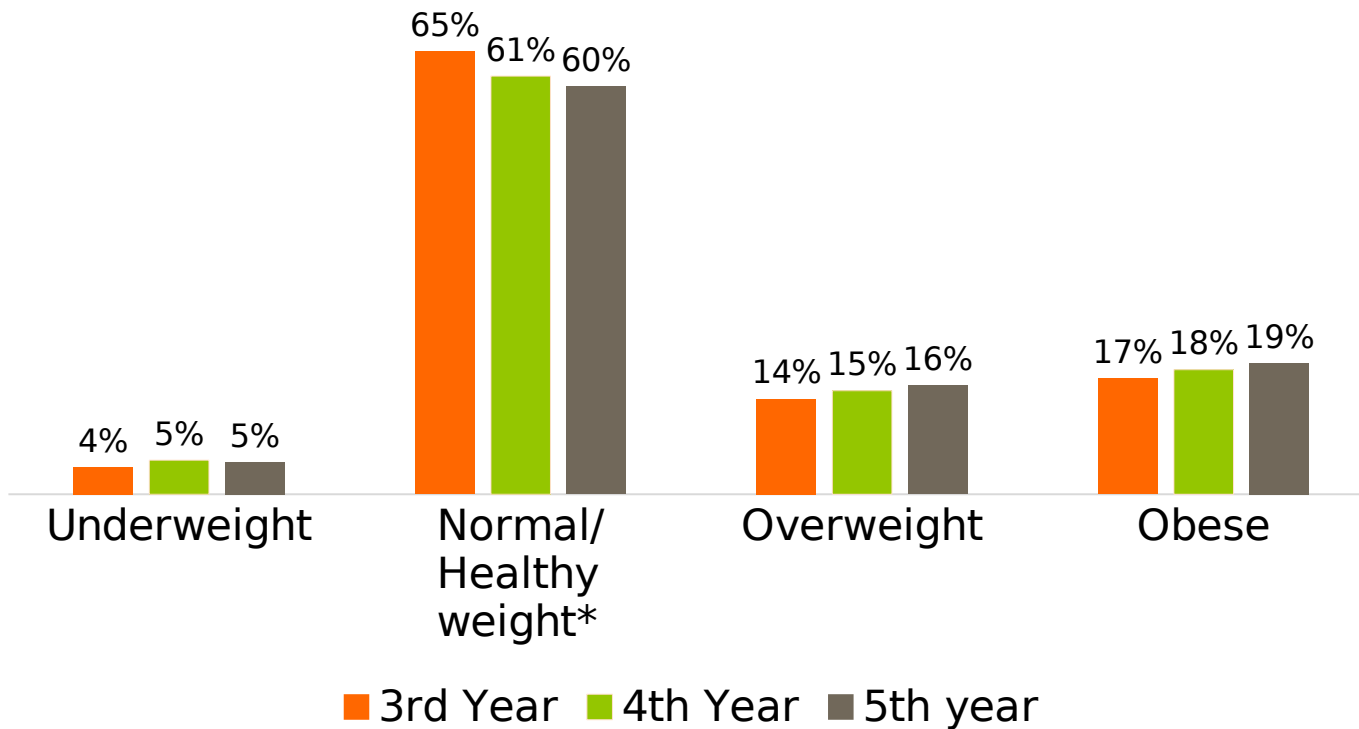
Trends in Consumption of Select Sugary and Salty Foods



# Sodium Intake is Excessive



# Percentage of Overweight and Obese Children Rising



## Next Report (Age 6)

- 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
- Correlates of past WIC participation



Thank you for your support!







# What are your questions?

The Food and Nutrition Service (FNS) is collecting this information to investigate (1) the dietary practices and the health and nutritional status of the WIC ITFPS-2 children during the ninth year of life; (2) if participants who left the study were systematically different than those who continued in the study and if these study participants left WIC at the same rate as their counterparts who remained in the study. This is a voluntary collection and FNS will use the information to s inform WIC service delivery. The collection does request personally identifiable information under the Privacy Act of 1974. Responses will be kept private to the extent provided by law and FNS regulations. 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 1.0 hours (60 minutes) 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 Service, Office of Policy Support, 1320 Braddock Place, 5th Floor, Alexandria, VA 22314. ATTN: PRA (0584-0580). Do not return the completed form to this address.