
Purpose

To provide information that may be helpful when working with parents/guardians who complain that the contract formula is causing symptoms of intolerance in their infant.

**Suggestions to Keep
in Mind When
Talking to Clients
About Using
Contract Formulas**

The approach a WIC staff member takes to informing WIC clients about contract formulas can help prevent many potential problems.

Suggestions to keep in mind when talking with clients about using the contract or iron-fortified formulas:

- Be positive when discussing WIC's contract formulas.
- Use open-ended questions (avoid too many yes and no questions)
- Be patient and respect the client's point of view
- Be a good listener
- Be aware of your non-verbal body language
- Thank clients for their willingness to use contract brand infant formulas and that because of their help, WIC can serve more people
- Refer WIC clients who insist on keeping their infant on the current formula to their health care provider to discuss their concerns.
- Do not encourage clients to get a prescription for a non-contract brand infant formula simply because of parent's preference

Local agency WIC staff efforts to balance the difficult issues surrounding issuance of contract and non-contract brand infant formulas impact our food dollars.

**Talking With a
Parent/Guardian
Who Has a
Prescription for a
Non-contract Milk or
Soy Based Formula**

The WIC CPA must triage each situation using professional judgement and interpretation to determine valid reasons for non-contract formula issuance.

- With regard to standard milk or soy based infant formulas (since in theory they are all very nutritionally similar), when the WIC CPA receives the prescription with a legitimate reason on the prescription, or receives a vague prescription from the doctor (such as formula intolerance) and *learns in discussion with the parent/guardian that the non-contract formula is most likely indicated for the child*, the CPA can follow through with the non-contract formula approval procedure and contact a State WIC RD.
- If the WIC CPA questions the need for a non-contract formula request (in that it is vague, doesn't have a medical diagnosis or reason, parent/guardian states it is personal preference, etc) and the WIC CPA is unable to reach the health care provider, then the WIC CPA shall ask the parent/guardian whether she chooses to use the contract brand

Talking With a Parent/Guardian Who Has a Prescription for a Non-contract Milk or Soy Based Formula (cont.)

formula or to go back to the health care provider to get a specific reason why the non-contract formula is needed.

Contact a State WIC RD for approval of non-contract formula, or to discuss any specific client/situation.

Talking With a Mother Who Says Her Baby “spits up all the time” With Enfamil Lipil or ProSobee Lipil?

During the early months of life healthy infants may spit up small amounts of formula. This is a common problem and does not always mean that the infant’s formula needs to be changed. It is most likely due to an immature digestive system. There are things the parent can do to help reduce the spitting up:

- Mix formula according to directions on the can. Try not to shake the bottle of formula excessively when mixing.
- Make sure formula and bottles are handled in a sanitary manner and that formula is stored properly.
- Avoid over feeding the infant. Look for signs that the baby is full, such as lips tightly closed and head turned away.
- Burp the infant upright on your shoulder, not lying across your lap.
- When feeding the infant, hold her at an angle so that her head is slightly higher than her feet, rather than lying flat.

Spitting up usually stops about the time the infant can sustain sitting.

**Adapted from the Colorado Department of Health WIC Program*