

Nutrition & Physical Activity State Plan

Montana WIC Program

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Veronica Newhart, Representative. WIC is dedicated to the delivery of quality nutrition education and counseling, intervention, referral and follow-up on identified risks and to improve eating behaviors and reduce or eliminate nutrition problems.

Activities Relevant to State Plan to Prevent Obesity:

- Farm Direct Program
- New WIC Food Packages
- Breastfeeding toolkits to local agencies
- Expand breastfeeding peer counseling

Services/Recipients:

WIC serves pregnant, breastfeeding and postpartum women, infants and children up to age 5. WIC affords access to preventive health programs and referral and follow-up to private and public health providers. Coordination and cooperation with related health care agencies are used to provide quality, compassionate services for our applicants/participants.

WIC helps lower-income women (pregnant, breastfeeding and those who recently had a baby) and infants and children (up to age 5) who are at nutritional health risk. WIC benefits include:

- Nutrition evaluation, learning and guidance to improve eating behavior
- Access to health care programs plus referral to private and public health care providers
- Supplemental, highly nutritious foods such as iron-fortified cereal, milk, eggs, peanut butter, dry and canned beans, whole grain items and fresh fruits and vegetables

State Plan Settings: Food Access

CDC Behaviors:

- Increasing fruit & vegetable consumption by providing participants with individual nutrition education and a nutrition care plan; New WIC Food Packages; Farm Direct program
- Decreasing sugar-sweetened beverage consumption by providing participants with individual nutrition education and a nutrition care plan; New WIC Food Packages; Farm Direct program
- Decreasing consumption of energy dense foods (> 4 calories/gram) by providing participants with individual nutrition education and a nutrition care plan; New WIC Food Packages; Farm Direct program
- Increasing breastfeeding by promoting breastfeeding during participant's pregnancy, hospital stay and post-partum visits; providing participants with a breastfeeding educational plan; breastfeeding peer counselors, breastfeeding toolkits sent to local agencies
- Increasing physical activity through Family education during WIC visits
- Decreasing screen time through Family education during WIC visits

Gaps and Concerns: Need for community-wide collaboration to increase physical activity and awareness of nutritional benefits. Example: Don't just go to the Farmers' Market to buy fresh fruits and vegetables but walk to the market when possible.