

NEW MEXICO DEPARTMENT OF HEALTH



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FOR MOMS

Eating for a Healthy Baby

When you are pregnant and have several nutritional needs, follow the MyPlate Plan to help you and your baby stay healthy. The plan shows different amounts of food for different trimesters, to meet your changing nutritional needs.

	1st Trimester*	2nd & 3rd Trimester*
Focus on fruits	2 cups daily	2 cups daily
Vary your veggies	2 1/2 cups daily	3 cups daily
Make half your grains whole	6 oz. daily	8 oz. daily
Protein GO lean with protein!	5.5 oz. daily	6.5 oz. daily
Dairy Get your calcium-rich foods	3 cups daily	3 cups daily

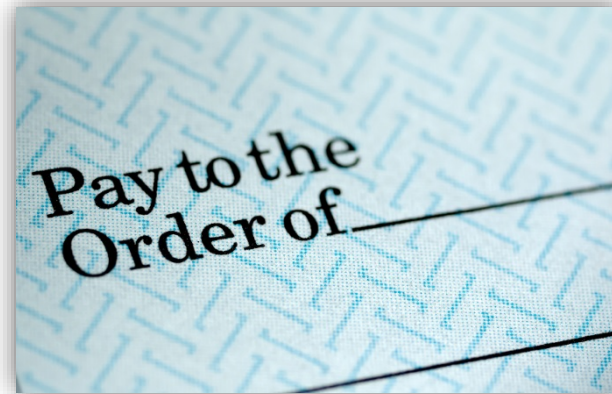
*Based on a diet of 1,800 calories per day. Amounts may vary based on your individual needs. Consult your doctor for more information. © 2011 U.S. Department of Agriculture. All rights reserved.



Residence



Income



Nutritional Need/WIC Code



Category

- 1) Pregnant Women
- 2) Breastfeeding Women
- 3) Post Partum (up to 6 months)
- 3) Infants (Birth to Age 1 Year)
- 4) Children (to age 5)



What are the qualification requirements?

Current projects to increase caseload and strengthen community partnerships

- Interface with HSD (SNAP and Medicaid)- Online application
- Enrollment of 50K potential eligible families- Medicaid/WIC Marketing Study
- Regional Focus Groups with WIC families
- Thrive to Five (keep older children on WIC)
- National WIC Association (NWA) Retention Campaign
- Provide cooking classes and demos by ICAN staff
- WIC Clinics are a Summer Feeding site, and serve all up to the age of 18. Provided 6212 meals
- Online nutrition education and texting appointment reminders
- Modernize website and have link to other eligible programs

Children Cabinet- Hunger Initiatives

- Create interfaces for ALL programs (DOH, HSD, CYFD, etc....) that will inform families what they qualify for, what's available to them.
- Co-locating programs- ex. WIC in a HSD office. Programs are too siloed, and we need to create a one stop shop for families. Transportation is a huge issue for our families
- Update program websites by listing ALL programs that families could benefit from (DOH, CYFD, HSD, PED etc.....)

National News

- NM WIC continues to be pioneer state. NM is currently in the lead for the online/curbside pick-up from grocery stores and partnering/supporting Five Sandoval WIC for home delivery.
 - Test geography is the Jemez / Jemez Springs / Zia Pueblos that are north by northwest of Albuquerque. Transaction process must allow for WIC, SNAP, personal
 - Food delivery to a central location at/near each Pueblo- deliveries to occur at least 2x per week
- NM WIC received a \$60 million MIS/EBT system for \$7.1 Million, by creating the MOSAIC Regional Partnership with Texas, Louisiana, Pueblo of Isleta, and Cherokee Nation.
 - **NM WIC is mobile and now goes to the clients:** provide services in the grocery stores, Head Start enrollment events, hospitals, shelters, etc.....
- Farmers Market solution (all states still issue checks) –Pilot program next session using mobile technology. No expense to farmers. NM WIC is 5th in the nation with the most approved WIC famers.
- **980** New Mexico Farmers, **63** Farmers' Markets, **18** Roadside Stands and **4** Mobile Farmers' Market. Over \$495,000 in produce was purchased using 125,000 total checks.
 - NM WIC families redeemed **64%** of their checks for FMNP and seniors had **93%** redemption rate. *Nationally, WIC-approved farmers' markets programs had 59% check redemption rate.*
- NM WIC continues to exceed the National Breastfeeding Rates
 - 12% in the Nation for Ever Breastfed and Exclusively for three months
- NM WIC Ranks 3rd in the U.S. for birth in Baby Friendly Hospital – 11 hospitals