

October 1, 2015

Dear Health Care Provider,

On October 1, WIC begins a new year serving eligible families, including more than half of the infant population. As you know, breastfeeding is the optimal and normal way of feeding infants. WIC has more trained breastfeeding peer counselors than ever before to help support breastfeeding mothers. WIC also supports the **Tennessee Breastfeeding Hotline**. This toll-free line is available 24/7 and is staffed by Certified Lactation Counselors and International Board Certified Lactation Consultants. Please share the hotline number, **1-855-4-BF-Moms**, with pregnant women, breastfeeding moms, and anyone else who might benefit from the hotline services. We believe that by working with our healthcare providers and others to build strong community support, Tennessee will continue to see increased breastfeeding rates. Together, we can keep this trend going!

If there is a contraindication to breastfeeding, or the mother decides not to breastfeed, or quits breastfeeding prior to the infant's first birthday, WIC provides infant formula. The [Tennessee WIC Program Formulary](#) is posted on our website, tn.gov/wic. The current formulas available by parent/caregiver request are Similac Advance (milk-based) and Similac Soy Isomil.

These alternate Similac formulas are also available but require a [WIC Medical Request for Formula/Foods](#) (fillable form available on our website) from the Healthcare Provider:

- Similac Sensitive (reduced lactose)- 19 calories per ounce
- Similac Total Comfort (partially hydrolyzed protein, reduced lactose)- 19 calories per ounce
- **New!** Similac For Spit-Up (added rice starch, reduced lactose)- 19 calories per ounce

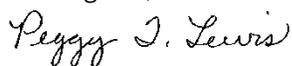
WIC does not provide any other brand of standard milk or soy-based infant formulas, such as Enfamil and Good Start products. We ask for your cooperation in encouraging the use of WIC contract formulas for your WIC-eligible infants. Use of contract formulas will allow WIC to serve more nutritionally at-risk women, infants and children.

For infants with a qualifying medical condition (list available on website) requiring a therapeutic formula, the Healthcare Provider must complete the [Request for WIC Therapeutic Products and Supplemental Foods](#) (fillable form available on our website). The length of issuance is up to six months per request.

In WIC we know how important healthcare providers are in promoting the overall health and well-being of participants and their families. WIC regularly refers participants to providers in the community and coordinates with providers on the care and follow-up of participants. WIC can help patients meet health goals that providers have identified like a healthy pregnancy, breastfeeding success, and maintaining a healthy weight.

We appreciate your support of the WIC Program and your referrals of eligible families. WIC has a proven track record of better birth outcomes, increased breastfeeding rates, and improved growth and development for infants and children. WIC services are offered in 140 county health departments and hospital sites throughout the state of Tennessee. More information, including WIC clinic locations, can be obtained by viewing our website, tn.gov/wic, or calling 800-DIAL WIC.

Best regards,



Peggy T. Lewis, MHE, RD, LDN
Director, Supplemental Nutrition Programs