Please review the following considerations when communicating the 2014 Similac formula changes with healthcare providers.

**What communication is the State office providing health care providers?**
- By February 20, 2014 the state office will mail notifications to physicians (MD, DO), medical and physician assistants (MA, PA) working in pediatric and/or family practice settings in Oregon using mailing labels from the Oregon Medical Association.
- Community Health Nurses will be sent an email communication via the Maternal Child Health state staff.
- Specialty clinics and metro area clinical Dietitians will be notified by email and face to face contacts.
- Early Head Start state partners will receive an email communication.

**Considerations for communicating formula changes**
- When drafting communication with local healthcare providers in your area think about the following:
  - Share accurate, evidence-based information.
  - Providers prefer short, concise communication.
  - Consider the talking points listed below.
  - Encourage providers to refer questions regarding why Abbott is making these changes to Abbott. The formula manufacturer will be communicating with health care providers.
  - The key message we want to convey is that the majority of the formula transitions will be successful.
- Focus on how WIC can help:
  - WIC staff will guide participants in transitioning their baby to a new formula.
  - Additional support will be provided to moms who are partially breastfeeding, to avoid any complications with changing formulas.
  - WIC staff is trained to address normal baby behaviors including fussiness, spitting up, changes in bowel movements, and knows when to refer if concerns arise.

**Key talking points**
- WIC promotes breastfeeding as the norm for all infants unless medically contraindicated
- WIC participants have received notification of the change and WIC staff will support a successful formula transition.
Changes will be monitored and healthcare providers will be notified if any concerns arise; we acknowledge that most healthy infants do well on any milk-based formulas.

Local agencies have the option to deny a medical formula request that is received for the following reasons without an underlying medical condition: fussiness, gas, spitting up, constipation or colic.

Local agencies have the option to transition an infant who is receiving a medical formula and is no longer showing symptoms back to a rebated formula, in communication with the infant’s healthcare provider.

Healthcare providers can request a nutrition and diet assessment by the local agency WIC Nutritionist/Dietitian. This can be done by contacting the local WIC agency via the WIC website: http://public.health.oregon.gov/HealthyPeopleFamilies/wic/Pages/countyinfo.aspx or by completing a medical documentation form requesting an assessment and stating the underlying concerns.

Medical documentation forms and the Oregon WIC formulary can be accessed at http://public.health.oregon.gov/HealthyPeopleFamilies/wic/Pages/providers.aspx

Concerns or questions from a healthcare provider that cannot be addressed by the local agency can be sent to the State WIC office by contacting the temporary warm-line being staffed by State Dietitians during normal business hours of 8 am- 5pm Monday through Friday. The warm line number is 503-866-5106 or the main state WIC contact line at 971-673-0040.

Additional resources, support to share:

- Baby Behaviors for Formula-fed infants: What is normal, when to refer?
- Participant notification of the infant formula changes in WIC (2-sided, English/Spanish)
- Overview and FAQ
- Revised Oregon Medical Documentation form
- Revised Oregon WIC Formulary