

Effective October 1, 2023



NORTH CAROLINA PROGRAM CONTRACT

Formula Is Changing

The WIC Program strongly encourages and provides support for breastfeeding.

It recognizes that breastfeeding is normal, nurturing, and the optimal method of infant feeding.

Breastfeeding families should always be offered support from the WIC breastfeeding coordinator or WIC breastfeeding peer counselor to meet their breastfeeding goals and to minimize the amount of formula that is needed.

However, if a parent chooses to offer formula to their infant, WIC provides a contract brand of iron-fortified infant formula for the first year of life.

What is Changing?

On October 1, 2023 the contract formula for NC WIC will change from Gerber® brand to Similac®.

If you have prescribed a special formula (not a standard milk-based or soy-based formula), there will be no change to the formula provided to your patient.

When will the change happen?

Families that choose to complement breastfeeding with infant formula or families who offer formula alone will receive the new contract formula in their benefit account starting on October 1, 2023.

We will provide participants with information about this change in late July 2023. This may prompt questions to you as their health care provider.

What does this mean for your patients?

- October approved formulas will be Similac® milk- or soy-based formulas.
- The total number of reconstituted ounces per month that each infant will receive remains the same.
- NC WIC has a no exceptions policy. Even with a prescription, the program is unable to provide an alternate standard milk- or soy-based infant formula.



Similac® Advance and Soy Isomil in Concentrate and Powder, and Sensitive and Total Comfort in Powder. In special circumstances, participants can choose Advance, Soy Isomil, or Sensitive in Ready to Feed.

- Families that wish to continue to feed the Gerber® milk- or soy-based formula may decline the new formula. They will still receive infant cereal, infant fruits and vegetables beginning at six months of age through the WIC Program.
- NC WIC will continue to provide special formulas to infants and children as they are prescribed by their health care provider.

New Contract Products

Current Formula		New Formula
Gerber® Good Start Gentle	➔	Similac® Advance
Gerber® Good Start Soy	➔	Similac® Soy Isomil
Gerber® Good Start Soothe	➔	Similac® Sensitive

