

Anticipated Participant Questions and Potential Responses for Transition of Contract Formulas

<p>Q: What’s the difference between Gerber® Good Start® Gentle and Similac® Advance® Stage 1?</p>	<p>A: The main difference between Gerber® Good Start® Gentle and Similac® Advance® Stage 1 is the type of cow’s milk protein used in making the formula.</p>
<p>Q: What’s the difference between Gerber® Good Start® Soy and Similac® Soy Isomil®?</p>	<p>A: Gerber® Good Start® Soy and Similac® Soy Isomil® are very similar; they are both made from soy protein.</p>
<p>Q: What’s the difference between Gerber® Good Start® Gentle and Gerber® Good Start® Soothe?</p>	<p>A: According to the manufacturer, Soothe is for designed to ease colic, excessive crying, fussiness & gas. It is up to you which type of formula you would like to give your baby.</p>
<p>Q: Why is the State making this change?</p>	<p>A: Each State must have a contract with one manufacturer to provide iron-fortified standard milk- and soy- based formula. This allows the State to serve more clients. Beginning October 1st the contract will be with Gerber®, the maker of Gerber Good Start® products.</p>
<p>Q: Does it matter what kind of formula I give my baby?</p>	<p>A: Babies generally do well on any iron fortified formula. All major brand name infant formulas provide adequate nutrition for babies.</p>
<p>Q: Can I just switch to the new formula in one day?</p>	<p>A: Yes, the American Academy of Pediatrics says that when changing from one formula to another, the change can almost always be made in a short period of time.</p>
<p>Q: Can I have a few cans of Gerber® formula to try?</p>	<p>A: Unfortunately, we do not have any sample containers of Gerber® products.</p>
<p>Q: What if I try to make the change, but my baby won’t take the Gerber® products?</p>	<p>A: Every baby is different, and we cannot tell how your baby will respond to the formula change. In the event your baby doesn’t do well with the change, discuss the situation with your health care provider and follow their recommendations.</p>

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<p>Q: Will I see any changes in my baby when starting Gerber® products?</p>	<p>A: It's not likely that you will see changes when starting the new formula. Gerber® and Similac® products are very similar to one another. To ensure a smooth transition, continue to prepare formula as directed on the container. Provide the appropriate number of total fluid ounces based on your baby's age and feeding schedule.</p>
<p>Q: Why does my baby have a change in stools?</p>	<p>A: A change in bowel pattern with a change in infant formula is not unusual. You may also notice that the color of the stool is different. That is also normal with a change in formula. If you are concerned about your baby's changes, you should discuss your concerns with your health care provider.</p>
<p>Q: Why does my baby spit up more on the new formula?</p>	<p>A: Some babies may burp or spit up a little more than usual when they change formulas, but this should improve over time. If the spitting up continues or gets worse discuss the issue with your health care provider.</p>
<p>Q: What if my baby is allergic to the new formula?</p>	<p>A: It is not likely that your baby will be allergic to the new formula. Standard milk and soy-based formulas have similar ingredients. If your baby has a reaction (like a rash), you should report it to your health care provider.</p>
<p>Q: My baby really doesn't like this formula. She makes an awful face when I offer it to her.</p>	<p>A: Making a face when a new food is introduced is perfectly normal. The new formula will have a different smell and taste than the formula you had been feeding your baby. It may take a week or so for your baby to get used to the taste of the new formula.</p>
<p>Q: My baby really doesn't like this formula. He doesn't finish his bottle, and then wants to eat more often! What should I do?</p>	<p>A: If your baby drinks a little less per feeding but is eating more often throughout the day, he is getting the same number of ounces and calories. You may want to prepare less formula per bottle and see how your baby does. You should always follow safe formula preparation, storage and feeding guidelines. Partial bottles of formula should not be returned to the refrigerator for later feeding.</p>

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<p>Q: Why does the Gerber® formula seem thinner/thicker than what I was using before?</p>	<p>A: You may notice that the consistency of Gerber® formulas is a bit thinner/thicker. Different brands of standard milk-based and soy-based formulas may have some differences in consistency. This is normal. The Gerber® products provide complete nutrition for your baby.</p>
<p>Q: I notice that Gerber® formula separates into layers in the refrigerator. Has it gone bad?</p>	<p>A: Gerber® formula that has been prepared and refrigerated may separate into layers. This is normal. Shaking the bottle will re-mix the formula. You should always follow safe formula preparation, storage and feeding guidelines.</p>
<p>Q: Is Gerber® formula Kosher? Q: Is Gerber® formula Halal?</p>	<p>A: Gerber Good Start Soy® is Kosher and Halal.</p>
<p>Q: Is Gerber® formula packaged the same way as Similac® formula?</p>	<p>A: The packaging for Gerber® products is a little different for the concentrate and the powder. Let's look at the pictures. (See staff script)</p>
<p>Q: Will WIC vendors have both Gerber® and Similac® formulas in stock during the transition?</p>	<p>A: Vendors have been encouraged to keep a supply of both brands of formula while we transition from Similac® contract infant formulas to Gerber® Good Start® contract infant formulas. If your usual WIC vendor does not have the formula on your shopping benefits list, you will need to try another vendor in your area. If you still have problems finding your formula, contact your Local WIC office.</p>