



HELPING YOU WORK WONDERS

WICMOMSTRONG.COM

WHO IS ELIGIBLE FOR WIC?

WIC serves individuals who are:

- Pregnant.
- Up to six months postpartum.
- Providing their human milk to a WIC-enrolled infant up to 12 months old.
- Under 5 years of age.

Families are eligible if they have income up to 185% of the federal poverty level or are enrolled in foster care, Kinship Care, or FoodShare. Many families enrolled in Medicaid/BadgerCare Plus also qualify for WIC.

52%

of Wisconsin infants
qualify for WIC.

A family of 4 with
an income of about

\$57,700 will
qualify for WIC.

Fathers, guardians, and foster parents may
apply for children up to the age of 5.



WIC SERVICES



NUTRITION **EDUCATION**

Personalized nutrition consultation is provided by WIC nutrition professionals, with ongoing assessments and routine follow-ups. WIC works with families to address:

- Healthy eating habits.
- Dietary needs.
- Meal planning.
- Feeding concerns.



HEALTHY, **WHOLE SOME** **FOOD**

Nutritious WIC food packages include fruits, vegetables, whole grains, dairy, and iron rich foods tailored to the specific needs of pregnant, postpartum, or lactating people. The wide range of nutritious options follow recommendations from the Dietary Guidelines for Americans, and help families establish the healthy eating habits that last a lifetime.





BREASTFEEDING SUPPORT

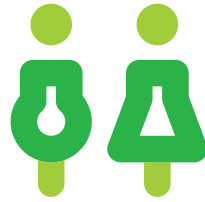
Whether parents are learning about breastfeeding, starting to breastfeed, overcoming challenges, or thriving, WIC helps support them in reaching their breastfeeding goals. Refer families to WIC for breastfeeding encouragement, information, and resources from trained breastfeeding peer counselors and breastfeeding experts.



A CARING SUPPORT COMMUNITY

WIC connects families to health and community services, resources, and programs based on their unique, individual needs. WIC nutrition professionals will encourage participants to see providers and keep appointments.





MOBILE APP

Our mobile apps on Android and iOS allow WIC families to use their mobile devices to scan WIC-approved foods and much more.

CARE BEYOND WIC

Families can get their questions answered in one-on-one sessions or peer parent groups and receive referrals to social services and valuable resources. We can even connect your patients with non-WIC resources, including health care professionals (ex. dentists and pediatricians), immunization services, substance-abuse counselors, domestic-abuse counseling, and social services.

HEALTH CARE PROVIDERS

WIC appointments may be done remotely WITH YOUR HELP! Please provide clinical data (heights, weights, hemoglobin levels) when requested by local WIC agencies or WIC participants/families.


WIC WORKS!

RESEARCH SHOWS RESULTS:

WIC is the nation's most successful public health nutrition program, partnering with physicians in their commitment to strong, healthy families.

A wealth of research shows that WIC is making a world of difference:

- Increased key nutrients in the diet.
- Better birth outcomes with fewer preterm and low or very low birth-weight babies.
- WIC participants utilize preventive care services at a greater rate.
- Improved cognitive and academic abilities.



**For every \$1.00
spent on WIC
during pregnancy,
up to \$4.21 is saved
in medical costs.**




WHY IS WIC IMPORTANT?

Numerous studies show that WIC is effective and helps:

- Reduce premature births.
- Reduce low and very low birth-weight babies.
- Reduce fetal and infant deaths.
- Reduce low-iron anemia.
- Increase access to prenatal care.
- Increase pregnant women's consumption of key nutrients, such as iron, protein, calcium, Vitamin A, Vitamin and C.
- Increase immunization rates.
- Improve diet quality.
- Increase access to regular health care.

Reach out to your local Wisconsin WIC clinic for access to additional outreach materials: <https://www.dhs.wisconsin.gov/wic/professionals.htm>





In accordance with federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, this institution is prohibited from discriminating on the basis of race, color, national origin, sex (including gender identity and sexual orientation), disability, age, or reprisal or retaliation for prior civil rights activity.

Program information may be made available in languages other than English. Persons with disabilities who require alternative means of communication to obtain program information (e.g., Braille, large print, audiotope, American Sign Language), should contact the responsible state or local agency that administers the program or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339.

To file a program discrimination complaint, a Complainant should complete a Form AD-3027, [USDA Program Discrimination Complaint Form](#) which can be obtained online at: <https://www.usda.gov/sites/default/files/documents/USDA-OASCR%20P-Complaint-Form-0508-0002-508-11-28-17Fax2Mail.pdf>,

from any USDA office, by calling (866) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of an alleged civil rights violation. The completed AD-3027 form or letter must be submitted to USDA by:

- 1. mail:** U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410; or
- 2. fax:** (833) 256-1665 or (202) 690-7442; or
- 3. email:** program.intake@usda.gov

This institution is an equal opportunity provider.





TELL FAMILIES ABOUT WIC!

Refer them to www.wicmomstrong.com
to get in contact with their local WIC clinic
and to learn more about eligibility.



FOLLOW US
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