

The North Carolina WIC Program



What is WIC?

- * WIC stands for Women, Infants, and Children and is also called the Special Supplemental Nutrition Program
- * Funded by the United States Department of Agriculture (USDA)
- * WIC has proven effective in preventing and improving nutrition related health problems within its population



How can WIC benefit your clients?

- * Nutrition Education
- * Breastfeeding Support
- * Supplemental Foods
- * Healthcare Referrals



Nutrition Education

- * One-on-one Nutrition Counseling
- * Group Classes
 - WIC Staff
 - Cooperative Extension (EFNEP)
 - Other Staff
- * On-line Nutrition Education (low-risk participants)
- * Mini-lessons (low-risk participants)



Breastfeeding Promotion and Support

- * Breastfeeding Recommendations
- * Prenatal education



Breastfeeding Promotion and Support

- * Breastfeeding Supplies

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Breastfeeding Promotion and Support

- * Breastfeeding Peer Counselor Program



Supplemental Foods

- * Food Instruments
- * Cash-value Voucher



Children (12-23 months)

- * Whole Milk
- * Juice
- * Cereal
- * Eggs
- * Beans/Peas Dry Bag or Cans
- * Whole-wheat Bread/Whole Grains
- * Fruits and Vegetables



Children (2-5 years)

- * Skim or 1% Milk
- * Juice
- * Cereal
- * Eggs
- * Beans/Peas Dry Bag or Cans **OR** Peanut Butter
- * Whole-wheat Bread/Whole Grains
- * Fruits and Vegetables



Pregnant Women

- * Skim or 1% Milk
- * Juice
- * Cereal
- * Eggs
- * Beans/Peas Dry Bag or Cans **AND** Peanut Butter
- * Whole-wheat Bread/Whole Grains
- * Fruits and Vegetables



Fully Breastfed Infant

- * Priceless Breastmilk
- * Infant Cereal
- * Infant Fruits and Vegetables
- * Infant Meats



Fully Breastfeeding Women

- * Skim or 1% Milk
- * Cheese
- * Juice
- * Cereal
- * Eggs
- * Beans/Peas Dry Bag or Cans **AND** Peanut Butter
- * Fish
- * Whole-wheat Bread/Whole Grains
- * Fruits and Vegetables



Partially Breastfed Infant

- * Formula (standard)
- * Infant Fruits and Vegetables



Partially Breastfeeding Women

- * Tailored food packages
- * Two Types of Partially Breastfeeding Food Packages



Fully-Formula Fed Infant

- * Formula (standard)
- * Infant Cereal
- * Infant Fruits and Vegetables



Exempt Infant Formulas

- * Medical condition contraindicates use of standard milk- or soy- based formula
- * Medical Documentation, identifying medical condition, is required

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Post-Partum Women

- * Skim or 1% Milk
- * Juice
- * Cereal
- * Eggs
- * Beans/Peas Dry Bag or Cans **OR** Peanut Butter
- * Fruits and Vegetables



Additional Milk Types

- * Lactose-free/reduced milk
- * Soy-based beverage
- * Canned evaporated milk
- * UHT milk



Milk Substitutions

- * Cheese
- * Tofu
- * Yogurt



Healthcare Referrals

- * Immunizations
- * Social Services
- * Substance abuse counseling and treatment



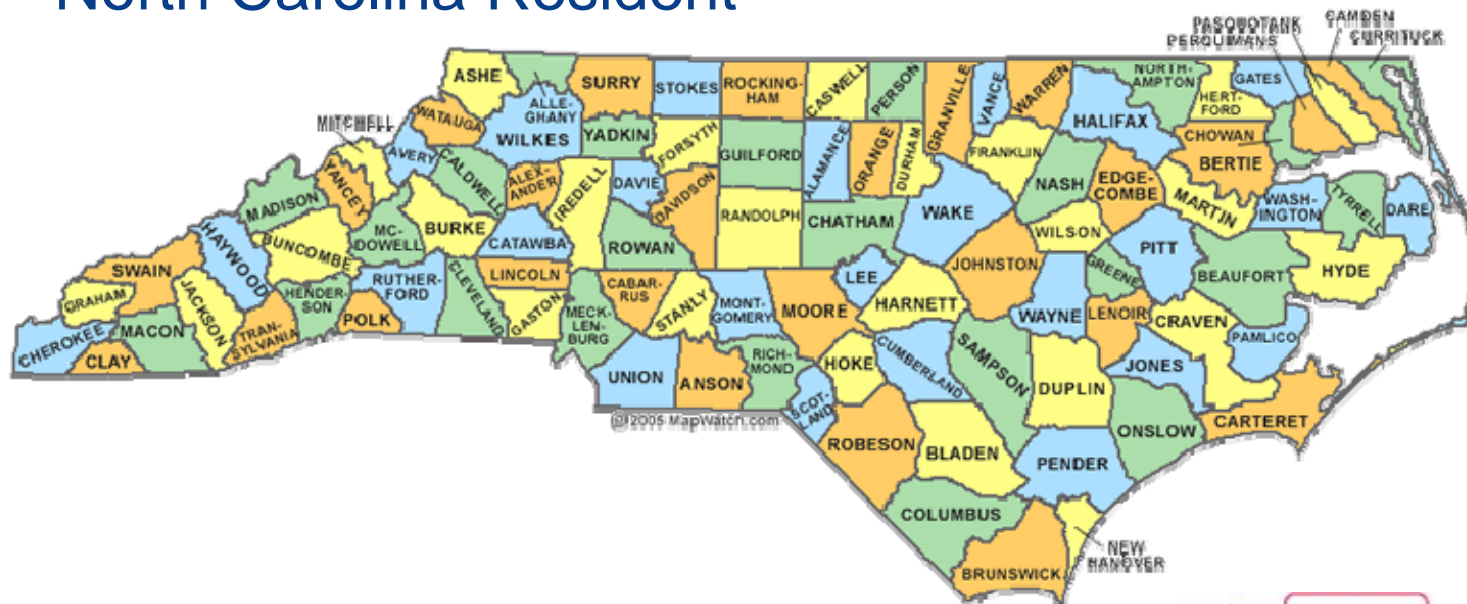
Eligibility Requirements

- * Residency
- * Identification
- * Income
- * Nutrition Risk



Residency

North Carolina Resident



Identification

* Identification



Income

- * Household Size
- * Gross Income
- * WIC Income Guidelines

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WIC Income Guidelines (Effective July 1, 2016)		
Family Size	Annual Income	Monthly Income
1	\$21,978	\$1,832
2	\$29,637	\$2,470
3	\$37,296	\$3,108
4	\$44,955	\$3,747
5	\$52,614	\$4,385



Certification Periods

- * Women
 - Prenatal
 - Post-partum
 - Breastfeeding
- * Infants
- * Children



Why should I refer my clients to WIC?

The WIC program promotes healthy habits and healthy families



How do I refer my clients to WIC?

- * Local WIC Agency
- * Appropriate Documents
- * Physically Present



North Carolina WIC Program

- * Nutrition Education
- * Breastfeeding Promotion and Support
- * Supplemental Food

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