

# Sample Food Assistance Agency Outreach Letter

## Use Local Agency Letterhead

[Date]

Dear *[Insert Food Assistance Agency Contact's Name]*:

WIC, the Special Supplemental Nutrition Program for Women, Infants and Children has been serving the people of North Carolina for more than 30 years and we want you to be part of that process. WIC provides food for infants and children under age 5 in order to promote learning, growth and good health. In order to be eligible for WIC, **infants and children** must:

- Have a health or nutrition risk factor.
- Have a household income equal to or less than 185% of the U.S. Poverty Income Guidelines. A person receiving Medicaid, Work First Families Assistance (TANF) or assistance from the NC Food and Nutrition Services (food stamps) automatically meets the income eligibility requirement.
- Be less than 5 years of age.

Remember...WIC is not just for infants and children! Pregnant and postpartum women can receive WIC benefits also. In order to be eligible for WIC **women** must:

- Have a health or nutrition risk factor.
- Have a household income equal to or less than 185% of the U.S. Poverty Income Guidelines. A person receiving Medicaid, Work First Families Assistance (TANF) or assistance from the NC Food and Nutrition Services (food stamps) automatically meets the income eligibility requirement.
- Be pregnant, or be less than one year postpartum if breastfeeding or be less than six months postpartum if not breastfeeding.

Your clients will benefit from the nutrition education provided to all participants. They will also benefit from the healthful supplemental foods the WIC Program offers. Food assistance workers are often the first people to become aware of adults and children who are suffering from food insecurity and lack of good nutrition. Pregnant women, postpartum women, and parents of infants and children who you feel need to discuss topics such as healthy weight and nutrition can be referred to WIC to learn about these issues in more detail.

North Carolina WIC has identified seven key behaviors that we promote through nutrition education:

- |                                  |  |
|----------------------------------|--|
| ○ Breastfeed your baby           | ○ Eat more whole grains                    |
| ○ Increase fiber                 | ○ Drink less juice and sweetened beverages |
| ○ Lower the fat                  | ○ Make family meals matter                 |
| ○ Eat more fruits and vegetables |  |

The WIC Program can be a powerful tool to improve both the health and nutrition status of our mutual clients when we work together! For more information about the North Carolina WIC Program, please go to [www.nutritionnc.com](http://www.nutritionnc.com) or contact your local WIC office at *[insert contact number]*.

Sincerely,

*[Insert Local Agency Contact Person]*

Enclosures: [Other information at the Local Agency discretion]