

# Sample Social Services Outreach Letter

Use Local Agency Letterhead

[Date]

Dear *[Insert Social Services 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.

While many of your clients may benefit from the healthful supplemental foods that the WIC Program offers during tough financial periods, WIC also provides nutrition education to all participants. This is very important because people who are at a lower socioeconomic level are more likely to have poor health and nutrition status. Clients who you feel need to discuss topics such as healthy weight and nutrition can be referred to WIC to discuss these issues in more detail.

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

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

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]