



# The North Carolina WIC Program

Healthy Habits for  
Healthy Families





# What is WIC?

---

- WIC stands for the Special Supplemental Nutrition Program for Women, Infants and Children
- 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)
- On-line Nutrition Education (low-risk participants)
- Mini-lessons (low-risk participants)





# Breastfeeding Promotion and Support

- Breastfeeding Recommendations
- Prenatal Education





# Breastfeeding Promotion and Support (cont)

---

- Breastfeeding Supplies



# Breastfeeding Promotion and Support (cont)

- Breastfeeding Peer Counselor Program





# Supplemental Foods

---

- Food Instruments
- Cash-value Voucher



# Children

---

- Milk
- Juice
- Cereal
- Eggs
- Dried Beans, Peas and Lentils **OR** Peanut Butter
- Whole-wheat Bread/Whole Grains
- Fruits and Vegetables





# Pregnant Women

---

- Milk
- Juice
- Cereal
- Eggs
- Dried Beans, Peas and Lentils **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

- Milk
- Cheese
- Juice
- Cereal
- Eggs
- Dried Beans, Peas and Lentils **AND** Peanut Butter
- Fish
- Whole-wheat Bread/Whole Grains
- Fruits and Vegetables





# Partially Breastfed Infant

- Formula (standard)
- Infant Fruits and Vegetables



# Partially Breastfeeding Women

---

- Milk
- Juice
- Cereal
- Eggs
- Dried Beans, Peas and Lentils **AND** Peanut Butter
- Whole-wheat Bread/Whole Grains
- Fruits and Vegetables





# 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
- A prescription, identifying medical condition, is required

[www.nutritionnc.com](http://www.nutritionnc.com)





# Postpartum Women

---

- Milk
- Juice
- Cereal
- Eggs
- Dried Beans, Peas and Lentils **OR** Peanut Butter
- Fruits and Vegetables





# Milk Substitutions

- Cheese
- Tofu
  - Children require a prescription
  - Depending on the quantity, women may need a prescription
- Lactose-free/reduced milk
- Soy-based beverage
  - Children require a prescription
- Canned evaporated milk
- UHT milk





# Healthcare Referrals

---

- Immunizations
- Social Services
- Substance Abuse Counseling and Treatment



# Eligibility Requirements

- Residency
- Income
- Nutritional Risk







# Identification

- Identification





# Income

---

- Household Size
- Gross Income
- Federal Income Guidelines

[www.nutritonnc.com](http://www.nutritonnc.com)



# Certification Periods

- Women
  - Prenatal
  - Postpartum
  - 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

[www.nutritionnc.com](http://www.nutritionnc.com)





# North Carolina WIC Program

- Nutrition Education
- Breastfeeding Promotion and Support
- Supplemental Food

[www.nutritonnc.com](http://www.nutritonnc.com)

