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
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 April 28, 2014)

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Certification Periods

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