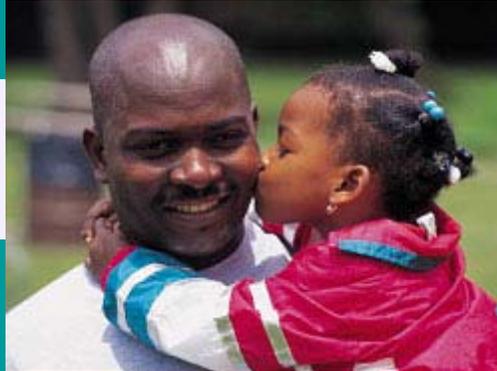


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Welcome



Your clients often look to *you* for help.

Your clients can also look to

WIC



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What is WIC?



Women



Infants



Children

Supplemental Nutrition Program

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Who does WIC serve?

- Low and moderate income families. Families with parents who work may be eligible.
- Immigration status is NOT considered when determining WIC eligibility.

What does WIC provide?

1. Checks to buy healthy foods



2. Education sessions



3. Breastfeeding help and



4. Referrals



What are WIC foods?

Healthy foods such as:



What are WIC foods?

WIC foods include:

milk

eggs

cheese

juice

cereal

peanut butter

dried beans/peas

tuna

carrots

infant formula and cereal

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What do WIC foods provide?

WIC foods provide **protein, vitamins A and C, calcium, and iron**. These nutrients are needed by pregnant women and young children.

WIC foods are intended to **supplement** the participant's diet, NOT to meet all of her/his daily requirements.

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What is WIC education?

WIC provides:

group sessions



and individual education sessions

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What is WIC education?

Parents and caregivers of infants and children learn about:

- nutrition
- active living
- meal preparation and
- other health topics



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What is breastfeeding help?

Women receive **breastfeeding** encouragement, support, and education.

WIC promotes breastfeeding as the first choice for infant feeding.



What referrals does WIC make?



Local WIC programs make referrals to **medical providers** for pediatric and perinatal services.

WIC also makes referrals to **community services** such as food banks, legal services, substance abuse treatment, and shelters.

How can your client get on WIC?

Applying for WIC is easy, your client has to:

- be pregnant
- be breastfeeding
- have had a baby in the last 6 months, OR
- be a child under 5 years old



AND

- have income at or below **185%** of the federal poverty level



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How can your client get on WIC?

If your client meets these requirements, *refer* her/him to our WIC office for an enrollment appointment.

Place
Local Agency Information
Here

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How do you make a referral?

To make a referral, use the *referral materials* we provide you.

If you have questions, please call us at:



Place
Local Agency Phone Number
Here

What happens at the WIC site?



At the enrollment appointment your client will:

- Bring a WIC referral form completed by a medical provider
- Receive an orientation to WIC Program services, and
- Receive WIC food checks.

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What happens at the WIC site?

At other WIC appointments:

- Your client will join others in nutrition or health education group sessions.
- She/he will come to WIC every 1 to 3 months.



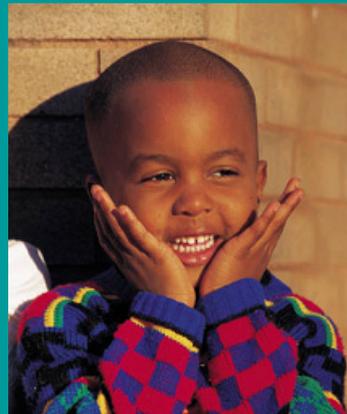
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Your referral makes a difference!

Invite your clients

to join us at

WIC!



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Following slides are optional

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WIC Really Works!

For each **\$1.00** spent on WIC...



MediCal saves **\$1.77-\$3.13**
(for mothers and infants
in the first 60 days after birth)



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WIC Really Works!

*Pregnant women on MediCal enrolled in WIC
are **less likely** to*



*deliver premature or
low birth weight babies.*

WIC's Mission

"To give our most vulnerable children the best possible start by providing nutrition education and healthy foods during the critical stages of fetal and childhood development to achieve optimal nutritional status for children before they start school."