



INITIAL NUTRITION EDUCATION



Eat Healthy. Stay Well.

What is WIC?

WIC is a supplemental nutrition program that helps women, infants and young children eat well and stay healthy by providing:

- nutrition education
- breastfeeding education and support
- health screening and referrals
- supplemental foods

Health Screening

Eligibility for the Missouri WIC program is based on income as well as a nutrition or health reason determined by a health assessment.

WIC staff will explain any health or nutrition eligibility reasons.

Importance of Health Care

WIC promotes a healthier outcome for all prenatal women, infants and children by encouraging:

- early prenatal care
- consistent health care

All participants receive substance abuse and referral information.

Nutrition Education

WIC encourages and provides every participant or caregiver the opportunity to participate in nutrition and breastfeeding education.

Nutrition education:

- emphasizes the relationship between proper nutrition and good health
- assists the participant in achieving a positive life style change by setting nutrition and health goals.

Breastfeeding Education and Support

WIC promotes breastfeeding as the optimal infant feeding choice.

Breastfeeding mothers:

- receive information through counseling, breastfeeding classes and follow-up support
- are eligible to participate in WIC longer than non-breastfeeding mothers
- receive an enhanced food package
- may receive breast pumps

WIC Food Package

The WIC food package promotes healthy choices for you and your child and is:

- a prescription to meet your or your child's individual nutritional needs
- a **supplement** to a complete balanced diet
- consistent with the Dietary Guidelines for Americans, MyPlate and current feeding recommendations

The WIC food package provides:

- foods low in fat, sugar, salt, cholesterol and high in fiber
- larger assortment of foods for exclusively breastfeeding moms
- cultural food choices

Missouri Department of Health and Senior Services
WIC and Nutrition Services | 573-751-6204 | health.mo.gov/wic

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