

What is WIC?

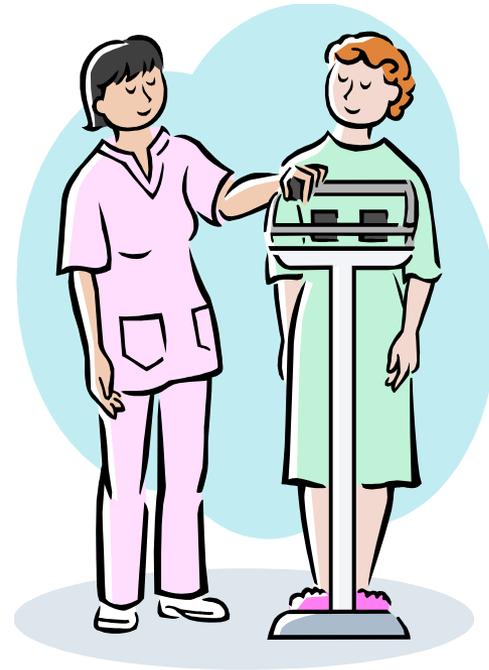
WIC is a supplemental nutrition program that helps women, infants and young children eat well and stay healthy by providing:

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



Health Screening

- ✓ Each WIC participant must have a nutritional or health reason to be on the WIC program.
- ✓ You and/or your child's risk factor(s) are.....



Nutrition Education

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



WIC Nutrition Education ...

- *emphasizes the relationship between proper nutrition and good health, and*
- *assists the participant in achieving a positive change in food habits.*

Benefits of Breastfeeding

Mom

- Helps with weight loss
- Decreases risk of depression
- Saves time and money

Baby

- Decreased risk of ear infection
- Improved brain development
- Less colic and reduced allergies



***Exclusive Breastfeeding provides these
benefits at the highest levels***

Substance Abuse

- ❖ *Refers to the use of legal or illegal substances which cause an individual to have physical health, legal, social, or financial problems including endangering your life or the lives of others.*
- ❖ *Substance abuse information and a list of local resources for drug and other harmful substance abuse counseling and treatment centers will be provided by your local WIC provider.*

WIC Food Package

Is.....

- a prescription to meet you or your child's individual nutritional needs
- *a supplement* to a complete balanced diet
- consistent with the American Dietary Guidelines, My Pyramid and current infant feeding recommendations.

Provides.....

- foods low in fat, sugar, sodium, and cholesterol and high in fiber
- incentives to exclusively breastfeeding moms and
- includes more cultural food choices

WIC Approved Foods

Women and Children

- Milk
- Cheese
- Breakfast cereal
- Eggs
- Fresh fruits and vegetables
- Whole grains (bread, tortilla, brown rice)
- Peanut butter
- Legumes/beans/peas
- Juice
- Canned fish (for women who are exclusively breastfeeding)



WIC Approved Foods (continued)

Infants

- Infant cereal, fruits and vegetables
- Infant meat (for exclusively breastfed infants)
- Infant formula (upon request)



Nutrients found in WIC Foods

- **Iron-Necessary for making healthy red blood cells.**
Lentils, eggs, peanut butter, canned fish and whole wheat products
- **Calcium-Strong bones and teeth & helps muscles work.**
Milk, cheese, lentils/beans/peas
- **Vit C-Helps your body use Iron and fight infections.**
WIC Juice and some fresh fruits (such as oranges)
- **Vit A-Healthy eyes, skin and bones.**
Milk, cheese, egg(yolk) and some fresh vegetables (such as carrots)
- **Vit D-Strong bones and teeth.**
Milk and egg (yolk)



Nutrients found in WIC Foods

(continued)

- **Folic Acid-Helps make healthy red blood cells.**

Cereal (folic acid fortified), eggs, orange juice, lentils and whole wheat products

- **Protein-Necessary for growth and repair of body.**

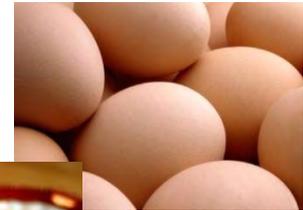
Milk, cheese, eggs, lentils, peanut butter and canned fish.

- **Zinc-Needed for cell growth and repair.**

Cereal (fortified with zinc), eggs and whole wheat products.

- **Vit B6-Needed for normal growth.**

Eggs, peanut butter, whole wheat products and cereal (fortified with B6).



Importance of Health Care

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

early prenatal care

consistent health care



Referral Information For...

- ❑ Department of Family Services (DFS)—
MO HealthNet, Food Stamps (SNAP),
TANF
- ❑ Community Resource—Emergency food,
shelter, financial assistance, etc.
- ❑ Substance Abuse Programs—Drugs,
alcohol and smoking.

References

- Missouri Department of Health and Senior Services--Nutrition Services and WIC. *Welcome to WIC Pamphlet.*
- Missouri Department of Health and Senior Services—WIC Operations Manual; Initial Nutrition Education Contact (**ER#2.06000**)
- Original power point presentation developed by Truman Medical Corporation WIC Program, was adapted and modified by MO WIC Program on 5/10/08. Revised 11/2/09 with the new food package information.