



# 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](http://health.mo.gov/wic)

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