The Special Supplemental Nutrition Program for Women, Infants, and Children

North Carolina WIC Update

Fall 2023, Volume 6





Health Checks & Referrals

WHO IS WIC FOR?

WIC Serves eligible pregnant, postpartum and breastfeeding women, infants, and children under age 5. **Eligibility requirements**

include NC residence, income and nutrition risk.

Visit <u>www.ncdhhs.gov/ncwic/mywic</u> for more information on WIC eligibility.

WIC Benefit Spotlight:

Breastfeeding Support

Each year, the USDA announces the WIC Breastfeeding Award of Excellence recipients. The WIC Breastfeeding Award of Excellence Program recognizes local WIC agencies that have demonstrated model practices in Breastfeeding Peer Counseling (BFPC), as well as those who are at varying stages of implementing exemplary breastfeeding promotion and support practices. This



year, North Carolina had the highest number of awardees in the Southeast region, with eight North Carolina local WIC agencies receiving the award. Each of the awarded local agencies shows a strong commitment to the implementation and maintenance of their BFPC program. Through engaging community stakeholders, and developing strong community partnerships, North Carolina WIC provides the highest level of support for its participants and families. Click <u>HERE</u> to learn more about the recipients!



We invite you to help spread the word about WIC!

If you would like to order NC WIC outreach materials for distribution in your area, please submit the order form available via the link below:

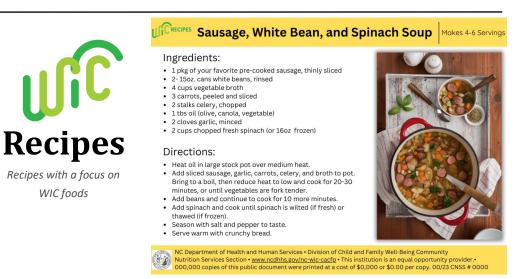


WIC Outreach Materials Order

Modernization of WIC: Remote Service Options

The provision of remote services, via COVID waivers, to eligible families over the last several years has proven to be highly effective and efficient. Research suggests that the burdens eligible participants face when it comes to accessing and maintaining benefits, are significantly reduced when participants have access to remote services.

USDA recognizes the benefits of remote services and how they have become foundational to offering a modern WIC experience to participants. In an effort to provide the best experience for participants, NC WIC has worked to modernize the WIC experience. As of August 1st, 2023 remote appointment options are being offered to eligible participants where available. This will allow WIC staff the opportunity to be flexible and accommodating of participants' needs when scheduling appointments for families. Contact your local WIC agency to learn about their remote services.



For more information, visit our NC WIC website: <u>www.ncdhhs.gov/ncwic</u>



NC Department of Health and Human Services • Division of Child and Family Well-Being • Community Nutrition Services Section This institution is an equal opportunity provider.