



North Carolina WIC Update

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

Spring 2023, Volume 4

WHAT DOES WIC PROVIDE?



Healthy Food



Breastfeeding Support



Nutrition Education



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 www.ncdhhs.gov/ncwic/mywic for more information on WIC eligibility.

WIC Benefit Spotlight: Breastfeeding Education and Support

WIC provides breastfeeding education and support to help WIC families meet their infant feeding goals. WIC families:

- Learn the benefits of breastfeeding.
- Receive education and support to get a good start and to continue breastfeeding for as long as desired.
- Receive referrals and information from trained staff and breastfeeding experts.
- Have access to breastfeeding supplies, including a breast pump, when needed.

The WIC breastfeeding food packages are designed to support the nutritional needs of a breastfeeding dyad by providing more nutritious food. WIC offers the Breastfeeding Peer Counseling Program that provides parent-to-parent support, encouragement and assistance throughout the breastfeeding journey.



Feature: WIC Local Agency Outreach Pitt County WIC

The Pitt County WIC Program collaborates with community partners for referrals and to hold events to reach potential WIC participants. At a recent event, Chef LaiSha Buck, WIC Nutritionist, partnered with the Nurse Family Partnership to create a wonderful meal that brought WIC ingredients



to life. Parents and caregivers learned about providing healthy meal options for their families using WIC foods. Collaborating with community partners and hosting an event like this is a great way to spread the word about WIC!

The temporary increase in the monthly WIC Cash Value Benefit has been extended through September 2023.

The enhanced benefit provides \$25 for children, \$45 for pregnant and postpartum women, and \$49 for fully or partially breastfeeding women per month for fruits and vegetables.

WIC Program — Myth or Fact?

Children are only eligible to participate in WIC until their 1st birthday. Myth!

Fact—WIC is available to children up to age 5. WIC provides eligible children with access to nutritious foods and nutrition education to help promote healthy eating habits.

WIC food benefits are impacted by the cost of foods. Myth!

Fact—WIC foods are covered, no matter the cost. WIC families receive a prescription for specific foods (e.g., eggs, milk, whole grains) based on quantity (e.g., dozen, gallon, ounces). Because WIC foods are issued and redeemed based on type and quantity, families are protected from high food costs on these nutritious foods. One exception is the benefit for fruits and vegetables, which is issued as a dollar amount.

WIC is for non-working families. Myth!

Fact—The WIC Program serves low-income, working and non-working families that meet eligibility guidelines.

Participation in the WIC Program is considered in the public charge determination. Myth!

Fact—WIC does not ask for or consider citizenship or immigration status as a part of eligibility determination.

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 this link:

[WIC Outreach Materials Order Form](#)

We hope that these materials will be useful in referring potentially eligible participants to the NC WIC Program.

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

