**[Date]**

Dear **[Insert Lactation Consultant Contact Name],**

As a lactation consultant, you are a vital part of breastfeeding promotion and support in families. We at WIC know how much you do and appreciate your efforts! We’re reaching out because WIC is the perfect addition to your referral list as we share the same goals to endorse the provision of human milk as the standard method for infant feeding.

WIC is the Special Supplemental Nutrition Program for Women, Infants, and Children and is the nation’s most successful and cost-effective public health nutrition program. It provides nutrition education, benefits for wholesome food, and community support for income-eligible pregnant, postpartum, and breastfeeding women, infants, and children up to five years old. WIC has been in North Carolina for over 40 years and serves over 60% of eligible women, infants and children in the state at over 84 agencies!

Our agency is staffed with nutritionists, lactation consultants, healthcare professionals, and peers who are all ready to listen, share information, and provide guidance and moral support to the families you serve. Additionally, WIC will provide eligible families with nutrition education, benefits to purchase wholesome food, and guidance on how to shop for, prepare, and incorporate healthy food into their lifestyle. Breastfeeding education is provided to all pregnant and postpartum women, and breastfeeding supplies, including breast pumps, collection kids, and breastfeeding aids, are issued to mothers when needed. We follow-up with families to perform health checks at least every six months and can connect them with resources outside of WIC like: dentists, pediatricians, immunization services, substance abuse counselors, domestic abuse counselors, and social services. By referring families to WIC, you are helping to ensure that the families you work with have healthful food to eat, receive nutrition education, and get community support to keep themselves and their children healthy between their doctor’s visits.

Eligible participants include/must:

* Women who are pregnant
* Women who are less than six months postpartum and NOT breastfeeding
* Women who are less than one year postpartum and ARE breastfeeding
* Infants from birth to age 1
* Children from age 1 until their 5th birthday
* Demonstrate nutritional risk
* Have a household income equal to or less than 185% of the US Poverty Income Guidelines\*

\*Any person receiving Medicaid, Work First Families Assistance (TANF) or assistance from the NC Food and Nutrition Services (food stamps) automatically meets the income eligibility requirement

If you feel that any of your families may qualify and would benefit from the many services we offer, please refer them to us at **[Insert Local Contact Number].**

We want to provide as much support to the families and children in our community as we can. By working together, we can help improve the health of our future generations. Thank you for your hard work in caring for the families in our community. For more information about the North Carolina WIC Program, feel free to browse <https://www.ncdhhs.gov/nc-wic-cacfp> or contact us directly at **[Insert Local Contact Number].**

We look forward to working with you!

**[Insert Local Agency Contact Person]**