



# North Carolina WIC Update

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

Summer 2023, Volume 5

## 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](http://www.ncdhhs.gov/ncwic/mywic) for more information on WIC eligibility.

## WIC Benefit Spotlight: Referrals for Health and Social Services



The WIC Program connects participants with other health, social services and community resources to assist in achieving positive health outcomes.

WIC offers referrals to meet individual health needs, goals, and nutrition concerns identified during the WIC nutrition assessment. Referrals from WIC may include prenatal and well child care, immunization services, dental care, food assistance resources, counseling for smoking cessation and substance use, mental health resources, and more.

WIC is here to help support the health of your clients. Studies show that women who participate in WIC have improved pregnancy outcomes, resulting in healthier babies. Children who participate in WIC are more likely to receive regular preventive health services and have higher rates of childhood immunizations.

## North Carolina State Action Plan for Nutrition Security

On April 28, 2023, the North Carolina Department of Health and Human Services (NC DHHS) released the [NC DHHS State Action Plan for Nutrition Security](#), which includes strategies to reduce food insecurity and support child and family well-being in North Carolina.

The North Carolina WIC Program is an integral part of initiatives being implemented:

### Increase the reach of NCDHHS' Food and Nutrition Services (FNS) and WIC nutrition programs.

- The NC WIC Program is engaged in a Cross-Enrollment pilot project aimed at increasing participation in the WIC program for those already participating in FNS or Medicaid.
- The NC WIC Program is implementing a USDA/Tufts Telehealth Intervention Strategies for WIC grant that will create a participant portal with a video appointment component to further decrease barriers of access to WIC services.

**Increase breastfeeding support and rates.** The NC WIC Program has implemented USDA's WIC Breastfeeding Support Curriculum training for local WIC agency staff based on staff role, to build knowledge and skills in breastfeeding education and support.



## WIC Breastfeeding Peer Counseling Program



The Breastfeeding Peer Counseling (BFPC) Program is designed and funded to advance the unique benefit to provide mother-to-mother breastfeeding support. The BFPC

program trains peer counselors to provide basic breastfeeding education to WIC participants who are pregnant or breastfeeding. Peer counselors are paraprofessionals and some are former WIC participants. It is an evidence-based intervention which has been proven to increase breastfeeding initiation, duration, and exclusivity rates. This mother-to-mother support is an essential component to ensure the success of breastfeeding promotion and support in the WIC Program.

## 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](http://www.ncdhhs.gov/ncwic)

