

# What is WIC?

- ▶ The Special Supplemental Nutrition Program for **Women, Infants and Children**
- ▶ Federally funded by the United States Department of Agriculture (USDA)
- ▶ State-administered by the NC Department of Health and Human Services
  - ▶ Division of Public Health, Nutrition Services Branch
- ▶ WIC Clinical services provided by contracted public health agencies
- ▶ NC WIC authorized vendors are contracted with The NC Department of Health and Human Services and local public health agencies

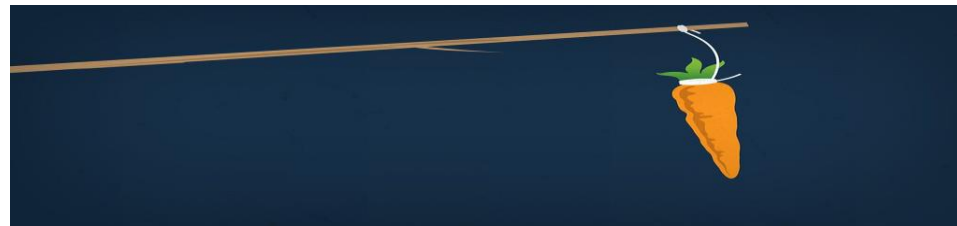
# WIC Works!

- ▶ In NC, every WIC dollar spent on a pregnant woman saves multiple dollars in newborn health care costs
- ▶ Children on WIC have better diets; particularly for vitamin C, thiamin, protein, niacin and vitamin B<sub>6</sub>



# WIC is typically thought of as providing food and formula.

- ▶ In the latest studies for every \$1 spent on WIC \$2.48 is saved (healthcare \$).
- ▶ The food and formula are the “carrot” to allow access to the important nutrition education which is the main focus of the program.
- ▶ Fully breastfeeding mothers actually receive the largest food packages on the program.



# Referrals

▶ WIC offers referrals to other programs:

Dental Clinic

Maternity Clinic

Maternal Social Workers

Pediatric Social Workers (CC4C)

YMCA – Early Parenting Program

Nurse-Family Partnership Program

Communication with their own doctors

# Challenges/dilemmas

- ▶ Some challenges are COVID19 specific challenges.
- ▶ Some are challenges that were present before.

Encouragement/maintaining of breastfeeding

Maintenance of enrollment past infancy/child enrollment

Enrollment vs Redemption

Resistance to some foods (low fat/skim milk, yogurts)

Limited \$35 bump for CVB (cash value benefits)

Participants answering phone vs call screening