



North Carolina WIC Update

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

Summer 2022, Volume 1



What is WIC?

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is funded by the United States Department of Agriculture and administered by the North Carolina Department of Health and Human Services.

What does WIC provide?



HEALTHY FOOD

Participants receive fresh fruits and vegetables; milk, cheese and yogurt; whole grains and cereal; peanut butter, beans and more.



BREASTFEEDING SUPPORT

Participants receive guidance and education, peer counseling and support, and breastfeeding supplies.



NUTRITION EDUCATION

Participants receive shopping tips, kid-friendly recipes, and personalized nutrition information.



CARE BEYOND WIC

WIC provides referrals for services such as immunizations, dental and medical care, social services, community resources, and more.

Who does WIC serve?



261,110

Women, infants and young children receive WIC benefits in North Carolina through **174** clinics statewide.



22,330
Pregnant women



20,832
Breastfeeding women



58,899
Infants (under the age of 1)



144,594
Children (up to age 5)

NC WIC participant numbers are based on March 2022 participation rates.

"Everyone has been so kind on the phone. We have desperately needed the help this past year and I am very grateful." -NC WIC Participant

"Breastfeeding peer counselors kept me breastfeeding for a whole year thanks to their help." -NC WIC Participant

Partner Power

Join the WIC outreach family! We need your help to reach potential WIC participants!

The mission of the WIC Program is to safeguard the health of low-income women, infants, and children up to age 5 who are at nutrition risk by providing nutritious foods, breastfeeding support, information on healthy eating, and referrals. WIC collaborates with many organizations to successfully carry out the mission of the program.

WIC partners with other federal agencies, healthcare providers, faith-based organizations, advocacy groups, non-profit organizations, farmers, vendors, and many more stakeholders.

WIC recognizes that coordinating services and creating community partnerships can have a positive impact for WIC participants.

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

[WIC Outreach Materials Order Form](#)

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



WIC Telehealth Innovations in North Carolina: Pioneering a Vision of Change

In 2021, the North Carolina WIC Program was awarded a USDA/Tufts Telehealth Intervention Strategies for WIC grant in the amount of \$1 million. North Carolina WIC aims to use these funds over the next two years to decrease barriers of access to WIC services and increase focus on tailored nutritional needs through four different components: (1) a participant portal app for streamlining the certification process, (2) a video chat component available on the portal to host distance appointments, (3) fixed kiosks to be placed in high participant traffic areas of the community with participant portal capabilities, and (4) a TeleWIC Service Center to be utilized by local WIC agencies that are short-staffed to facilitate distance-based appointments.



For more information, visit our NC WIC website : <https://www.nutritionnc.com/>

