WELCOME TO WIC!

GOOD FOOD and A WHOLE LOT MORE!
What is WIC?

WIC is a federal nutrition program that provides nutrition and health education, healthy foods, breastfeeding support and other services like referrals to families who qualify.
Who is Eligible for WIC?

**WIC is for low to moderate income pregnant and post-partum women and children under age 5 years old**

- Pregnant women may apply as soon as they think they are pregnant
- Immigrant families are welcome at WIC
- Foster children under 5 years automatically qualify
- Women up to 6 months post-partum and breastfeeding women up to 1 year
- Moms, Dads, grandparents and any other guardian of a child under 5 years old may apply on the child’s behalf
How Do You Qualify For WIC?

**Income**

WIC Income Guidelines at or below 185% Federal Poverty Level (FPL) or ‘Automatic Income Eligibility’

- Active SNAP/TAFDC
- Certain MassHealth Plans such as MassHealth Standard and other plans
- Status as a Foster Child

**Residency**

Must reside within the state of Massachusetts

**Category**

Pregnant, postpartum, or breastfeeding women, infants, and children up to age 5
Automatic Income Eligibility
Required Documentation

• **TAFDC or SNAP benefits**
  – Provide documentation: TAFDC Enrollment Benefits Letter
  – SNAP Print-out or Verification Letter
  – DTA Mobile App, *DTA Connect*

• **MassHealth**
  – MassHealth Standard and other specific plans
    • Buy-In, Limited, and Limited/Children Medical Security Plan (CMSP)
    • MassHealth members in these coverage plans do not need to bring any income documentation to the WIC appointment
## Current Income Guidelines

*May 15, 2019 - June 30, 2020*

<table>
<thead>
<tr>
<th>Household Size</th>
<th>Yearly</th>
<th>Weekly</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$23,107</td>
<td>$445</td>
</tr>
<tr>
<td>2</td>
<td>$31,284</td>
<td>$602</td>
</tr>
<tr>
<td>3</td>
<td>$39,461</td>
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<tr>
<td>4</td>
<td>$47,638</td>
<td>$917</td>
</tr>
<tr>
<td>5</td>
<td>$55,815</td>
<td>$1,074</td>
</tr>
<tr>
<td>6</td>
<td>$63,992</td>
<td>$1,231</td>
</tr>
<tr>
<td>7</td>
<td>$72,169</td>
<td>$1,388</td>
</tr>
<tr>
<td>8</td>
<td>$80,346</td>
<td>$1,546</td>
</tr>
<tr>
<td>8 + additional family member</td>
<td>+$8,177</td>
<td>+$158</td>
</tr>
</tbody>
</table>

For each additional family member add...
What does being ‘on WIC’ involve?

- Four nutrition education appointments annually (some families may need to come to the program more frequently).

- Appointments may in an individual or group setting. Online nutrition education is available to low-risk WIC children who are 15 months-5 years of age.

- Each time a nutrition education appointment is kept, or completed online, 3 months of benefits for healthy foods for the family are loaded onto their WIC Card account.

- WIC services and written materials are provided in multiple languages; staff reflects the diversity of the population served.

“It’s that easy!”
More about WIC Smart! Lessons on the Go!

• Log in from a smartphone or computer to complete the on-line lesson.

• Lesson can be started and completed at the convenience of the parent/guardian.

• Upon completion of the lesson, benefits will be loaded on the WIC Card account and the shopping experience can begin.

• Participants can use the WIC Shopper App or a shopping list to purchase WIC foods.
WIC Today

In the last few years, WIC has been adapting and changing to better fit the needs of today’s families.

• Apply for WIC online at mass.gov/wic
• WIC Card (Electronic Benefits)
• WIC Smart online nutrition education
• WIC Shopper App for smartphones
• Wider variety of healthy, culturally appropriate foods
Shopping with WIC Saves $$
Shopping with WIC saves families an estimated $100-$200 dollars a month on groceries depending on the size of their households!

<table>
<thead>
<tr>
<th>Foods for Breastfeeding Women</th>
<th>Average value $80 per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foods for Pregnant Women</td>
<td>Average value $66 per month</td>
</tr>
<tr>
<td>Foods for Children</td>
<td>Average value $60 per month</td>
</tr>
</tbody>
</table>
WIC Foods

- Fruits & vegetables (fresh/frozen/canned)*
- Milk
- Cheese
- Eggs
- Peanut butter
- Beans
- Cereals
- 100% Fruit juice
- Baby food
- Tofu*
- Whole grain bread
- Whole wheat or corn tortillas
- Brown rice
- Whole wheat/grain pasta*
- Yogurt *
- Canned fish**
- Milk alternatives (lactose-free & soy milk * *)
- Infant formula (if required)
- Special medical formula (with a prescription)

Massachusetts WIC Approved Food Guide

*Organic Options Available
** Certain restrictions may apply
Breastfeeding Support

WIC is there to help every step of the way!

- WIC offers breastfeeding support, including Certified Lactation Counselors (CLCs) and/or International Board Certified Lactation Consultants (IBCLCs), available at all 31 WIC local programs. Peer Counselors are trained in breastfeeding support and have personal experience breastfeeding their own babies.

- Individual breastfeeding care before and after baby is born, as well as assistance with accessing breast pumps.

- Prenatal breastfeeding classes and breastfeeding support groups after the baby is born.
Community Coordinators

• Each WIC program has a Community Coordinator whose job is to develop and maintain community liaisons with health and human services providers and advocacy organizations within their service area.

• Community Coordinators conduct outreach to promote referral networks with WIC-eligible individuals.
Health outcomes research indicates:

• WIC produces positive prenatal and birth outcomes
• WIC improves children’s health and learning
• WIC helps children stay healthy – reducing healthcare cost in the long run
WIC Works!

• “Heros/lifesaver. Even helped me on my weight loss...”
  — Patti R.

• “WIC is a fantastic resource.”
  — Jenny-Jo M.

• “Without my WIC benefits coming through today, my family would have been without food for a few days.”
  — Beverly D.

• “I honestly miss having WIC lol, it helped my out so much!!! Great Program!!!”
  — Kat KB.
Important WIC Facts

- WIC welcomes all families!
- Nearly half of MA babies are WIC-eligible.
- WIC has 125 sites state-wide with convenient hours in the evening and on weekends.
- WIC families receive helpful referrals to many additional helpful resources!
- Participants can choose to seek WIC services and receive benefits outside of the community where they reside!
- Active monthly SNAP and/or TAFDC benefits means that someone is automatically income eligible for WIC!
- Post-partum women whose pregnancy did not result in a child or whose child is not in their custody are eligible for WIC for their initial 6 month post-partum period.
Connect with WIC Online

MA WIC Website:
mass.gov/wic

Instagram:
Instagram@mass_wic_program

Facebook:
Facebook@Masswic

Twitter:
twitter.com/MassWIC   @MassWIC

Pinterest
pinterest.com/masswic/

YouTube:
youtube.com/user/MassWIC
For more resource materials or to find out the WIC Community Coordinator representing your specific service area, contact Alicia High via email at alicia.high@state.ma.us.

Thank You!

WIC works with the help of our partners!

Refer Families to WIC

1-800-WIC-1007