

Women, Infants, & Children Nutrition Program

WELCOME TO WIC!



Tina Andrade, Director, Operations
DPHWIC Nutrition Program

This institution is an equal opportunity provider.

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
- 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
- Foster children under 5 years automatically qualify
- Immigrant families are welcome at WIC



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 (*not for \$0.00 dollar amount clients*)
- 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, Care-Plus, Limited, & 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

June 10, 2020 - June 30, 2021

Household Size	Yearly	Weekly
1	\$23,606	\$454
2	\$31,894	\$614
3	\$40,182	\$773
4	\$48,470	\$933
5	\$56,758	\$1,092
6	\$65,046	\$1,251
7	\$73,334	\$1,411
8	\$81,622	\$1,570
<small>For each additional family member and</small>	+\$8,288	+\$160

What does being 'on WIC' involve?

- Four nutrition education appointments annually (some families may need to have more appointments). Assessment includes weight tracking, iron screening, and health/pregnancy history.
- All WIC appointments are being conducted remotely by telephone or on-line during the pandemic.
- Online nutrition education is available to low-risk WIC children who are 9 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**
- **Telephone or online appointments**
- **WIC Card (Electronic Benefits)**
- **WIC Smart online nutrition education**
- **WIC Shopper App for smartphones**
- **Curbside pick-up at some Hannaford locations (see *WIC Approved Food Guide* for complete WIC food list at over 900 authorized grocery stores and pharmacies at mass.gov/wic)**
- **Wider variety of healthy, culturally appropriate foods**

Shopping with WIC Saves \$\$



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!

Foods for Breastfeeding Women

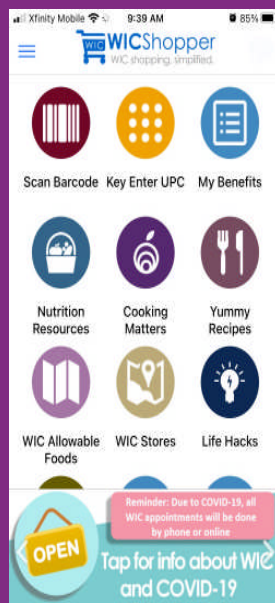
Average value \$80 per month

Foods for Pregnant Women

Average value \$66 per month

Foods for Children

Average value \$60 per month



WIC Foods

- ✓ Fruits & vegetables (fresh/frozen/canned)*
- ✓ Milk
- ✓ Cheese
- ✓ Eggs
- ✓ Peanut butter
- ✓ Beans
- ✓ Cereals
- ✓ 100% Fruit juice
- ✓ Baby food
- ✓ Tofu*
- ✓ Whole grain bread (Wonder 100% Whole Wheat)
- ✓ 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





**EXPERT
HELP FOR
BREASTFEEDING
MOMS**

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 (70+ statewide) 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.
- Individualized prenatal virtual breastfeeding support after the baby is born.



**EXPERT
HELP FOR
BREASTFEEDING
MOMS**

Breastfeeding Support

WIC is there to help every step of the way!

- WIC provides consistent prenatal breastfeeding messages to women planning to breastfeed.
- Educates women on practices that get breastfeeding off to a good start.
- Many WIC programs have strong connections with their community birth hospitals.
- WIC Breastfeeding Coordinators have been involved with the Baby Friendly Hospital Initiative process.
- Pre-COVID-19 Peer Counselors visit WIC moms in the hospital to provide support.



GOOD FOOD *and* A WHOLE LOT MORE!

Referrals and Resources



GOOD FOOD PROJECT

SAFE TO SLEEP

The Happiest Baby on the Block

ELECTRICITY

child care

SNAP

Fit As A WIC

FOOD DAY

babycafé

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.

WIC Works!

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 with out 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.
- Women can enroll as soon as they think they are pregnant.
- 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.
- ALL WIC locations are providing all services remotely.
- WIC benefits do not roll over from one month to another.
- WIC Card and pin number can be shared with a family member, friend, or anyone to do the shopping.
- WIC has 122 sites state-wide with convenient hours in the evening and on weekends.

Important WIC Facts

- 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!
- WIC families get free or discounted access with the WIC Card to many museums and cultural experiences statewide such as the New England Aquarium, the Boston Children's Museum, the Museum of Science and many more
- 25% discount for utility bill

Connect with WIC Online

MA WIC Website:

mass.gov/wic

Instagram:

[Instagram@mass_wic_program](https://www.instagram.com/Instagram@mass_wic_program)

Facebook:

[Facebook@Masswic](https://www.facebook.com/Facebook@Masswic)

Twitter:

twitter.com/MassWIC @MassWIC

Pinterest

pinterest.com/masswic/

YouTube:

youtube.com/user/MassWIC



Questions?

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Email: alicia.high@mass.gov

Thank You!

WIC works with the help of our partners!

Refer Families to WIC

Online application: [Apply for WIC online | Mass.gov](#)

617-721-6601

