



WIC at a Glance

Wood County WIC
Wood County Health Department

WIC Nutrition Program

- 172,407 participants on the WIC program statewide
- 2,233 in Wood County



What is WIC??

- Historically
 - Free food and formula program
- Current
 - So much more!
 - 4 pillars of WIC
 - Collective impact through partnerships and community work



Who works at WIC?

- Registered Dietitians
- Breastfeeding Specialists
- Program Support Staff
- Nurses (as needed)



What does a WIC appointment look like?

- Determine eligibility
- Anthropometrics, leads, hemoglobin, immunization
- Health and diet questionnaire
- Risk determination with nutrition education based on risk
- Goal setting for behavior change
- Referrals as needed

Welcome

to WIC

Start

Certification
(1st Appt. - includes
Prenatal & Postpartum)

Up to a 3 month
span of time

Benefit Issuance

Up to a 3 month
span of time

MidCert
(Mid-Year
Certification)

Up to a 3 month
span of time

Benefit Issuance

Up to a 3 month
span of time

Recertification
(Yearly
Certification)

Up to a 3 month
span of time

Benefit Issuance

Follow rotation up to age 5

Certification and Recertification appointments bring the following:

- Person(s) listed to be seen in WIC
- Proof of ID: eWIC ID card, birth certificate, crib card, etc.
- Proof of all income for household: Current pay stub, unemployment stub, W-2, SSI, disability statement, child support, etc.
- Proof of current address: Current bill, rent receipt, etc.
- If from out of state, bring an immunization record for each child being certified
- If pregnant, bring proof of pregnancy to Prenatal appt.

Recertification
(Yearly Certification)

Certification
(1st Appt. - includes
Prenatal & Postpartum)

Lead

This test measures how much lead is in your child's blood. When there is a high level of lead in the body, lead poisoning occurs. This is especially harmful to children because it can damage the developing brain, leading to cognitive and intellectual developmental problems.

Children should have two lead tests by the age of two.

Breastfeeding Support & Baby and Me Class

Breastfeeding support is offered to all expecting and postpartum mothers. Our Breastfeeding Peer Counselor is available 24/7. Call for more details.

Baby and Me Class is offered to all prenatal moms. This class provides information regarding breastfeeding, safe sleep, immunizations, car seats, and introduction of foods.

MidCert appointments bring the following:

- Person(s) listed to be seen in WIC
- Proof of ID: eWIC ID card, birth certificate, crib card, foot prints, etc. if not bringing eWIC card

MidCert
(Mid-Year
Certification)

Benefit Issuance appointments bring the following:

- Proof of ID: eWIC ID card or drivers license
- Any information missed at Certification or Recertification
- Nutrition Education required for benefit issuance is offered in office or online.

Benefit Issuance

Hemoglobin

This test measures how well your red blood cells are carrying oxygen and carbon dioxide to your body's organs and tissues.

Hemoglobin tests are taken at a child's certification, recertification and midcert appt. (15-18 months) It may also be taken if iron was low at previous appt. For pregnant women, hemoglobins are taken for a Prenatal appt. and 28 days after delivery.

Four Pillars of WIC

- Nutrition Education
- Breastfeeding Support
- Healthy Foods
- Healthcare Referrals



Nutrition Education

- Appointments
 - Every 3 months
 - Every 6 months clinic appointment
 - Months between are nutrition education and benefit issuance
- Nutrition education based on risk

Breastfeeding Support

- Lactation consultants
- BF peer counselor
- Breast pumps
- Coalition/community work



Healthy Foods



- Food packages
 - Milk, eggs, peanut butter, dried beans/peas, fresh fruits and vegetables, cereal, juice, baby foods, (breastfeeding moms – tuna and cheese), formula, special needs formula for infants and children
- Farmer's Markets
 - \$20 vouchers



Healthcare Referrals

Work closely with healthcare providers – share information

Examples:

- Low iron & hemoglobin results
- Prenatal healthcare
- PH nurse
- Smoking cessation
- Birth to Three
- Head Start
- Water Testing/Radon

Using WIC

EBT Card

Reloaded every 3 months

WIC Approved Vendor

Scan WIC card first



Fit Families and First Breath

Offer other programs within WIC

Fit Families

- Children ages 2-4 and family
- Set goals around physical activity, healthy bites, sugar sweetened beverages, and role modeling
- Monthly health coaching



First Breath

- Smoking cessation
- Three sessions prenatally and 1 postpartum
- Incentive to quit program

How to Qualify for WIC

- Pregnant, postpartum breastfeeding (12 months), postpartum formula feeding (6 months), infants and children to age 5
- Individuals who participate in other programs such as those listed below may automatically be income eligible. WIC staff will determine income eligibility during your appointment.
 - FoodShare
 - Medicaid
 - BadgerCare Plus
 - Wisconsin Works Program (W-2)
 - Temporary Assistance to Needy Families (TANF)
 - Food Distribution Program on Indian Reservations

July 1, 2016 - June 30, 2017

WIC Income Eligibility Table

Family Size	Weekly Income	Bi-weekly Income	Monthly Income	Annual Income
1	\$423	\$846	\$1,832	21,978
2	570	1,140	2,470	29,637
3	718	1,435	3,108	37,296
4	865	1,730	3,747	44,955
5	1,012	2,024	4,385	52,614
6	1,160	2,319	5,023	60,273
7	1,307	2,614	5,663	67,951
8	1,455	2,910	6,304	75,647
Additional	+148	+296	+642	+7,696

Based on 185% of the US Department of Health and Human Services Non-farm Income Poverty Guidelines for Gross Income (Before Deductions).

How to Apply for WIC

- Can apply online at our website

<https://www.co.wood.wi.us/Departments/Health/WICApplication.aspx>

- Can apply by calling our local WIC agency

- Paper applications available, as needed

Application for the Wood County WIC Program

Participation in the WIC program is voluntary. Completion of this form is required to determine WIC eligibility and any personally identifiable information collected will be used for that purpose only.

Answer the following questions to the best of your knowledge. All information will be kept confidential.

Your Name

Address

City

ZIP Code

County

Daytime Telephone

Number of people in your family (counting you)

Household Income per Week

Are you pregnant? No Yes

Due Date Your Birth Date

Have you had a baby in the last 6 months? No Yes

Your Birth Date

Are you breastfeeding a baby who is under one year of age? No Yes

Name, sex, and birth date for each of your children under age 5

Name Sex M F Birth Date

Name Sex M F Birth Date

Name Sex M F Birth Date

Name Sex M F Birth Date

Name Sex M F Birth Date

Department Menu

- Health Department
- About Us
- Contact Us/Staff
- Health Alerts
- Breastfeeding
- Community Health
- Oral Health
- Environmental Health
- Inspection & Licensing
- Emergency Preparedness
- Family Health
- Immunization
- Injury Prevention
- Student Experiences
- Quality Improvement-How Can We Improve?
- Women, Infants & Children (WIC)
- Health Laws & Rules
- Calendar of Events

Wisconsin WIC Here for You

For More Information

Wood County WIC/Health Department

715-421-8950

<http://www.co.wood.wi.us/Departments/Health/WIC.aspx>

Wisconsin WIC Program Directory

<https://www.dhs.wisconsin.gov/wic/local-projects.htm>