What happens at WIC?

WIC provides the following services to achieve positive health outcomes:
- Nutrition counseling and education
- Breastfeeding promotion and support
- Checks to buy nutritious supplemental foods
- Immunization screening and referrals
- Medical, oral health and social services referrals

WIC health professionals (registered nurses and licensed dietitians) meet with each participant to:
- Assess their diet and health history to identify nutritional needs
- Provide nutrition counseling
- Determine the appropriate foods for that individual and explain how to get them at an authorized WIC retailer

WIC promotes breastfeeding
- Iowa’s WIC Program has been a leader in breastfeeding promotion and support activities.
- Breastfeeding initiation rates for Iowa WIC mothers have increased since 1990, as have breastfeeding initiation rates for all Iowa mothers.

Who is eligible?

More families than you might think!

WIC serves Iowa residents who are:
- Pregnant
- Breastfeeding (for up to one year postpartum)
- Women who are not breastfeeding (for up to six months postpartum)
- Infants
- Children under 5 years old

AND

Who meet WIC income guidelines

The guideline is 185% of the poverty level set by the federal government and is based on household size. For example, a family of four can make over $40,000 annually and qualify.

AND

Who have medical or nutritional needs

Examples of qualifying needs include:
- Medical conditions that affect food intake or nutrition status
- Abnormal height or weight measurements
- Low intake of essential nutrients
- Conditions that predispose a person to inadequate nutrition patterns like lead poisoning, teen pregnancy, and alcohol or drug abuse

Building a healthier Iowa

The individuals who originally planned the Iowa WIC Program wanted to combine nutrition, education, and health care into something that could benefit parents and their children for a lifetime. Proper maternal and early childhood nutrition is important, and that’s why the Iowa WIC Program is so successful.

More than 70 studies have demonstrated WIC’s effectiveness and found that:
- WIC produces positive prenatal and birth outcomes
- WIC improves children’s health
- WIC prevents future health problems, resulting in a stronger and healthier Iowa through:
  - Reduced health care costs
  - Children ready to learn
  - A productive workforce for the future

There are over 650 grocery stores and pharmacies participating in the Iowa WIC Program. The WIC food package contains agricultural products produced within the state. Every day, the 70,000 Iowa WIC participants support the state’s economy by purchasing:
- 300,000 gallons of milk
- 100,000 gallons of fruit or vegetable juice
- 100,000 dozen eggs

How can you help?

Please join us in building a healthier Iowa. You can help by:
- Mentioning the benefits of WIC as a health and nutrition program to all families.
- Displaying WIC posters and brochures in your office.
- Including WIC information in education or enrollment packets.
- Providing medical information when possible to shorten the time families need to spend at WIC certification appointments such as weight, height, and hemoglobin.

To order outreach materials or for more information, call 1-800-532-1579 or visit our web site at www.idph.state.ia.us/wic.

WIC services are provided in every county in Iowa. Check the map on the back of this brochure for the agency nearest you.

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