



**Department
of Health**

NEW YORK STATE SPECIAL SUPPLEMENTAL NUTRITION PROGRAM FOR WOMEN, INFANTS AND CHILDREN

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THE PURPOSE OF WOMEN, INFANTS AND CHILDREN/WIC

The Special Supplemental Nutrition Program for Women, Infants and Children (commonly known as WIC) Program's mission is to promote and maintain the health and well-being of nutritionally at-risk pregnant and postpartum people, infants and young children.

NEW YORK STATE WIC PROGRAM GOALS

Promote positive maternal and infant birth outcomes

Increase breastfeeding rates

Reduce and prevent obesity

Improve food and nutrition security

Promote racial and health equity to reduce health disparities



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NUTRITION SERVICES

Participant-Centered Approach

Health and Nutrition Assessment

Education and Counseling

Goals:

- Improve overall health of the family through improved nutrition and increased physical activity
- Referrals to other professionals for specific health problems



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BREASTFEEDING PROMOTION AND SUPPORT

WIC is the nation's largest public breastfeeding promotion program

Breastfeeding assessments

Education and support provided by

- Breastfeeding Experts
- Registered Dietitians
- Certified Lactation Counselors
- International Board of Certified Lactation Consultants
- Breastfeeding Peer Counselors

Breast pumps – for participants that need one



TAILORED FOOD PACKAGE

Average benefit
= \$95 per
month/per
person

- Fruits and vegetables
- Whole wheat bread, pasta, tortillas, & brown rice
- Whole grain breakfast cereal
- Beans and peanut butter
- Canned fish
- Milk, yogurt, and cheese
- Eggs
- Soy beverage and tofu
- Juice (100%)
- Infant fruits and vegetables and cereal
- Infant formula
- Farmers' market coupons



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REFERRALS

Prenatal care

Primary care

Medicaid, New York State of Health

Supplemental Nutrition Assistance Program, Temporary Assistance for Needy Families, Home Energy Assistance Program, Housing Assistance

Food pantries

Immunizations

Domestic violence

Substance use treatment and counseling

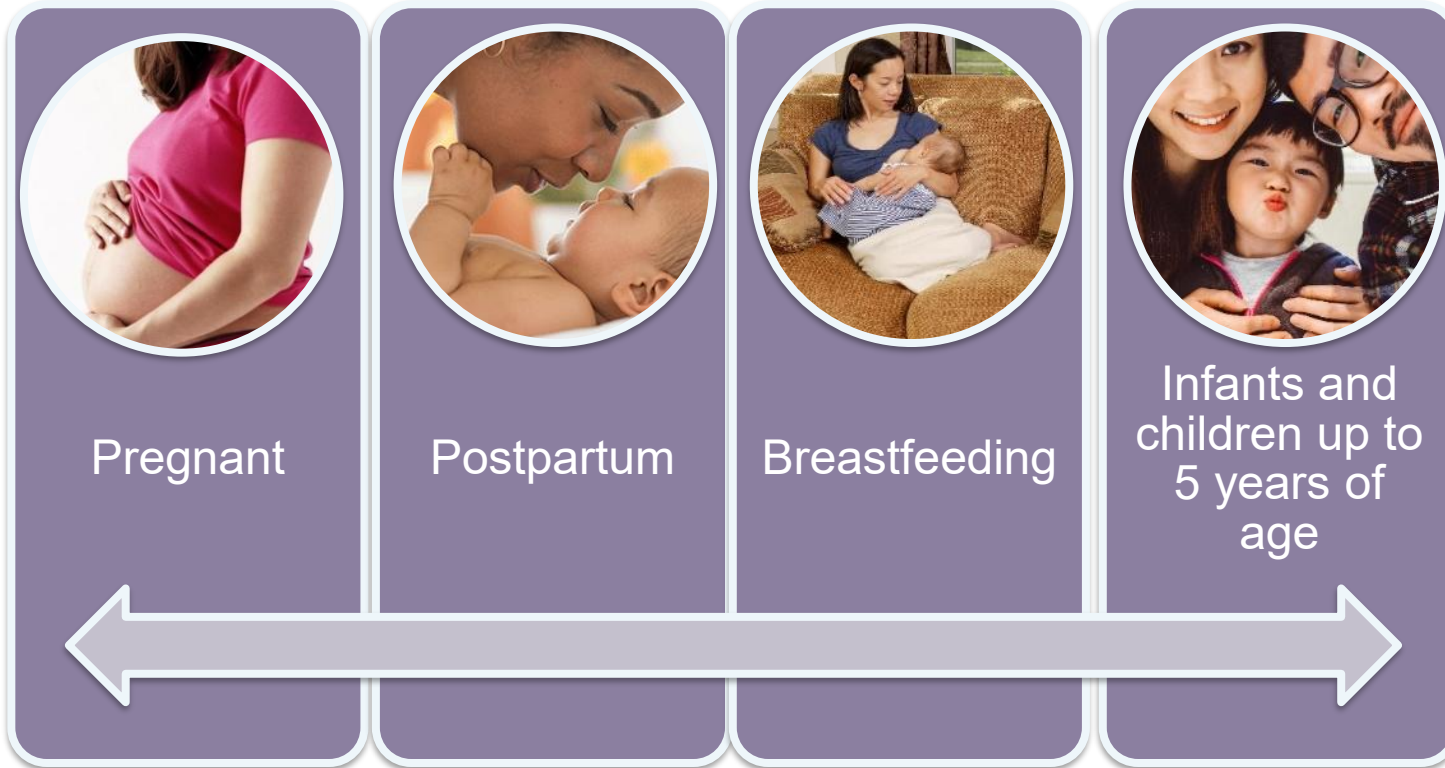
Smoking cessation

New York State Cancer Screening Program



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ELIGIBILITY BASICS



Current Medicaid,
Supplemental Nutrition
Assistance Program
, Temporary
Assistance for Needy
Families
, Head Start, Essential
Plan
OR
Income eligible

NEW YORK STATE WIC PROGRAM

Approximately 460,000 participants

85 local agency sponsors

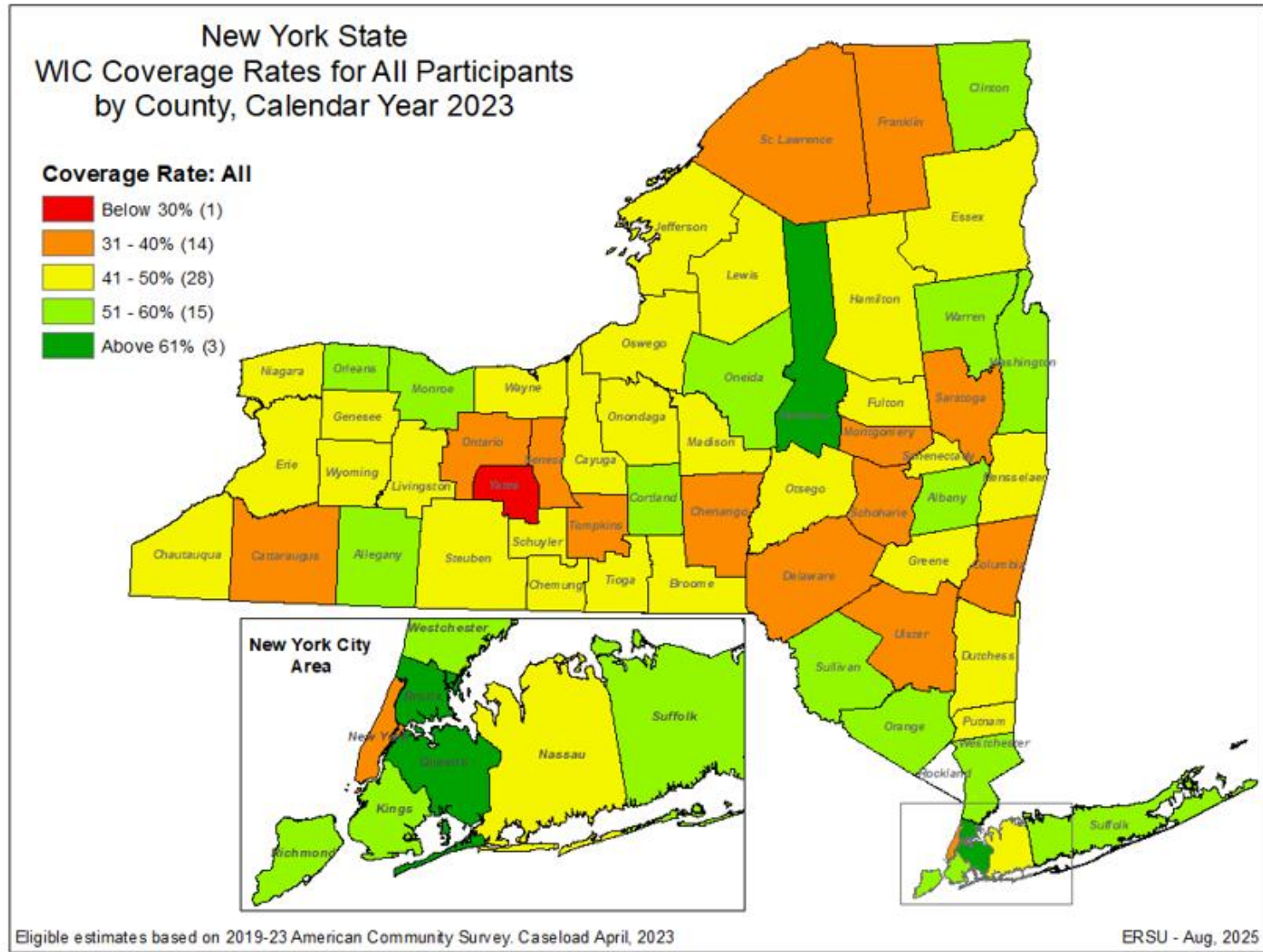
300 permanent and temporary sites

1,700 staff

2,800 authorized vendors



NEW YORK STATE WIC PARTICIPATION



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PROGRAM UPDATES

- Current
 - eWIC
 - WIC2Go
 - Remote services
 - Cash Value Benefit increase
 - Online nutrition education
- Future
 - Food package changes
 - Electronic Farmers' Market Nutrition Program
 - Online shopping

WANDA— NEW YORK STATE WIC's VIRTUAL ASSISTANT

- Quick and easy way for applicants to learn about the WIC program and check eligibility
- Chat in English or Spanish
- Referral to local agency of choice by zip code





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