

WHAT IS WIC?

You want to keep your family healthy and strong. The Women, Infants and Children Nutrition Program helps you do just that! We're here for you, with:



NUTRITION EDUCATION



BREASTFEEDING SUPPORT



CARE BEYOND WIC



HEALTHY FOODS, LIKE:

- Fruits and vegetables
- Whole-grain breads, tortillas, brown rice, and pasta
- Cereal
- Milk
- Cheese, yogurt, and tofu
- Eggs, beans, and peas
- Peanut butter
- 100% Fruit juice
- Baby foods
- Some infant formula, if needed

ARE YOU ELIGIBLE?

You may qualify for WIC if:

- You live in Wisconsin
- You're pregnant, breastfeeding or have had a baby in the past six months
- You have an infant, or children under 5
- You may automatically qualify if a member of your family receives BadgerCare Plus, FoodShare, or W-2 benefits
- You meet the income guidelines, found at dhs.wisconsin.gov/wic/income-guidelines.htm

Dads, guardians or foster parents may apply for WIC for their children.

LET'S GO!

Everyone wins with WIC. Moms eat healthier and have healthier babies. Infants born to WIC moms grow and develop better. WIC kids eat more nutritious foods and are better prepared for school. Plus the WIC food benefits card and shopping app make WIC easier to use than ever!

It's easy to apply. Just make an appointment at your local WIC office. To find the WIC office closest to you, visit signupwic.com or dhs.wisconsin.gov/wic. For more info on WIC, getting connected to your closest clinic, and additional health services, call the Well Badger Hotline at **800-642-7837**, text at **608-360-9238**, or email help@wellbadger.org.

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In accordance with federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, this institution is prohibited from discriminating on the basis of race, color, national origin, sex (including gender identity and sexual orientation), disability, age, or reprisal or retaliation for prior civil rights activity.

Program information may be made available in languages other than English. Persons with disabilities who require alternative means of communication to obtain program information (e.g., Braille, large print, audiotape, American Sign Language), should contact the responsible state or local agency that administers the program or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339.

To file a program discrimination complaint, a Complainant should complete a Form AD-3027, USDA Program Discrimination Complaint Form which can be obtained online at: <https://www.usda.gov/sites/default/files/documents/USDA-OASCR%20P-Complaint-Form-0508-0002-508-11-28-17Fax2Mail.pdf>, from any USDA office, by calling (866) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of an alleged civil rights violation. The completed AD-3027 form or letter must be submitted to USDA by:

- mail:**
U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410; or
- fax:**
(833) 256-1665 or (202) 690-7442; or
- email:**
program.intake@usda.gov

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Division of Public Health
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WIC WE GOT YOU!





DADS

You've got this, Dad! WIC is here for you, to help you make healthy choices for your family. Learn how to shop for and prepare nutritious meals, and so much more. You'll have the guidance and resources you need to be the Dad you want to be.

- WIC participation significantly improves children's diets.
- WIC leads to healthier infants, more nutritious diets, and better health care for children.



PREGNANT WOMEN + MOMS

Have kids under five, or a baby on the way? Count on Wisconsin WIC for nutritious foods, breastfeeding education and support, and access to health professionals and other community services that can help you be Mom Strong!

- WIC helps moms breastfeed longer.
- WIC moms give birth to healthier babies.



GRANDPARENTS

You've done this before, but it's probably been a while. WIC nutritionists and counselors can provide the parenting, nutrition, and lifestyle solutions to get you back in the groove to get the grandkids off to a great start.

- Children enrolled in WIC are more likely to have regular medical care and up-to-date immunizations.
- WIC can help connect you to additional resources, from doctors and dentists to services such as FoodShare, Head Start and BadgerCare Plus.

FOSTER PARENTS

All foster children under 5 are automatically eligible for WIC. Introduce your foster child to a lifetime of healthy food habits, and have access to doctors, dentists, child care and programs like Head Start. We're here to help you care for the kids in your care.

- Children who receive WIC benefits demonstrate improved intellectual development.
- WIC helps get children ready to start school.

