



Smart Choices • Healthy Families



Purpose of WIC

According 7 CFR 247, WIC shall:

- Nutritious foods
- Serve as an adjunct to good health care during critical times of growth and development
- Prevent the occurrence of health problems
- Improve the health status of pregnant, postpartum and breastfeeding woman, infants and young children and;
- Be supplementary to SNAP and any program under which foods are distributed to needy families in lieu of SNAP benefits.

What Does WIC Provide?

- Nutrition assessment and education
- Nutritious foods
- Breastfeeding support
- Immunization assessment
- Referrals to:
 - ▣ Health providers
 - ▣ Medicaid/SNAP/Texas Health Steps
 - ▣ Food banks/farmers market
 - ▣ community resources

Eligibility Requirements

Participants must:

- ***Meet the income guidelines***

- Households with incomes at or below 185 percent of the federal poverty income level

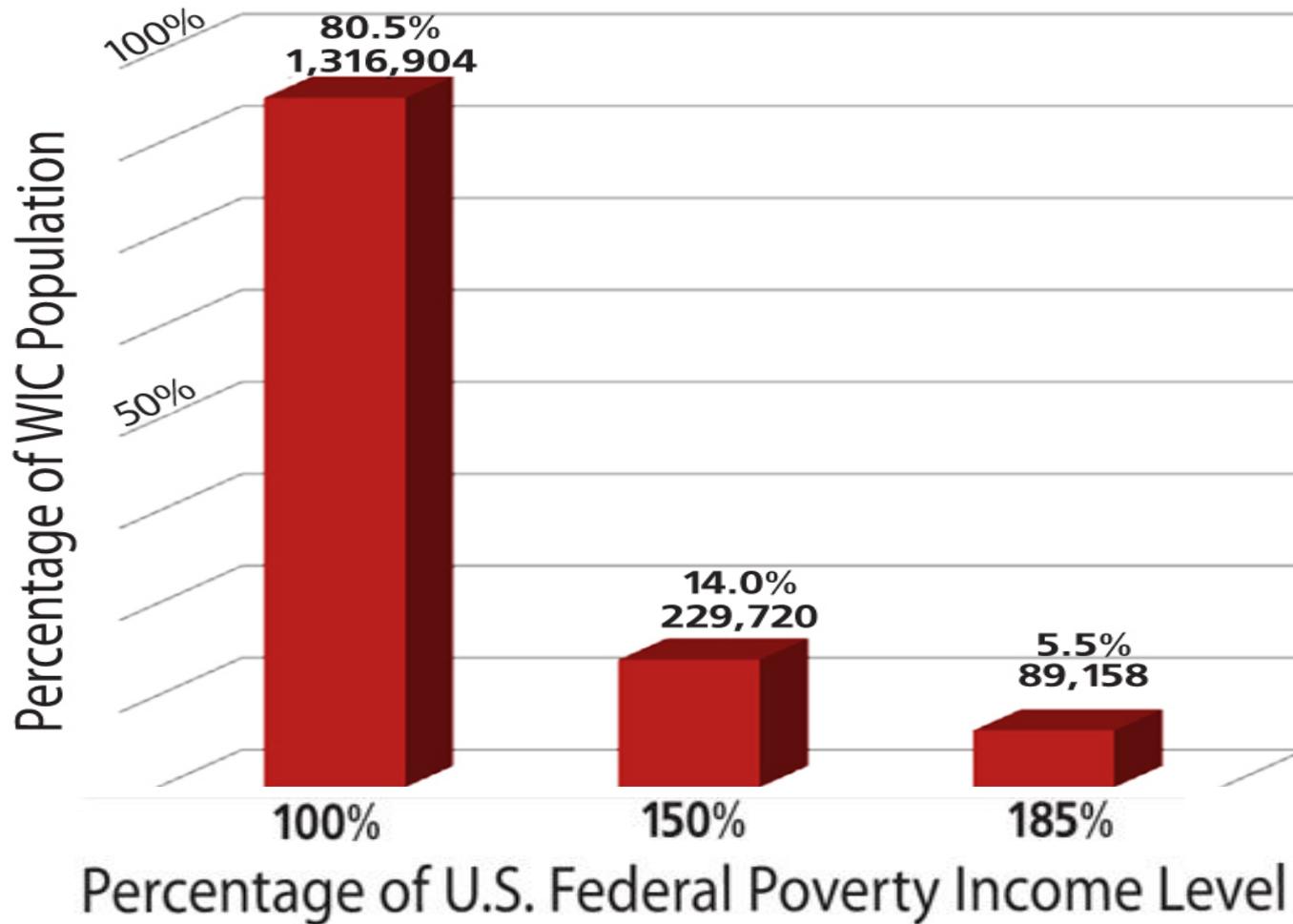
- ***Be at nutritional risk***

- Determination based on an initial health and diet screening

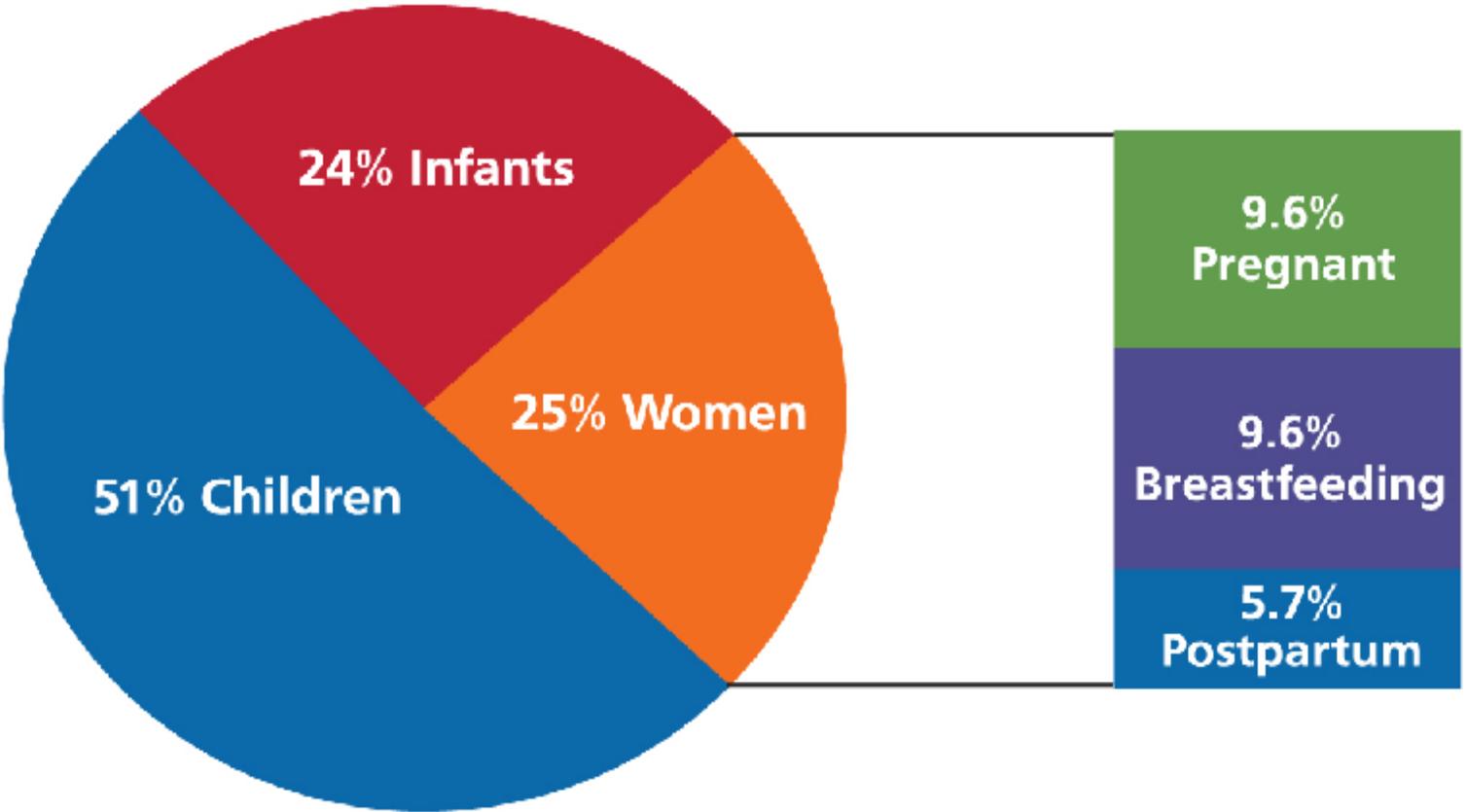
- ***Live in Texas***

- Must provide proof of residency in Texas

Poverty Level of WIC Participants



Breakdown of WIC Participants



Nutrition Education

- Individual nutrition counseling and nutrition classes
 - ▣ On-line classes available
 - ▣ Nutrition education materials provided

- Some of the topics clients can learn about:
 - ▣ Eating healthfully during pregnancy for mom and baby
 - ▣ Infant and child nutrition
 - ▣ Breastfeeding education
 - ▣ Obesity prevention

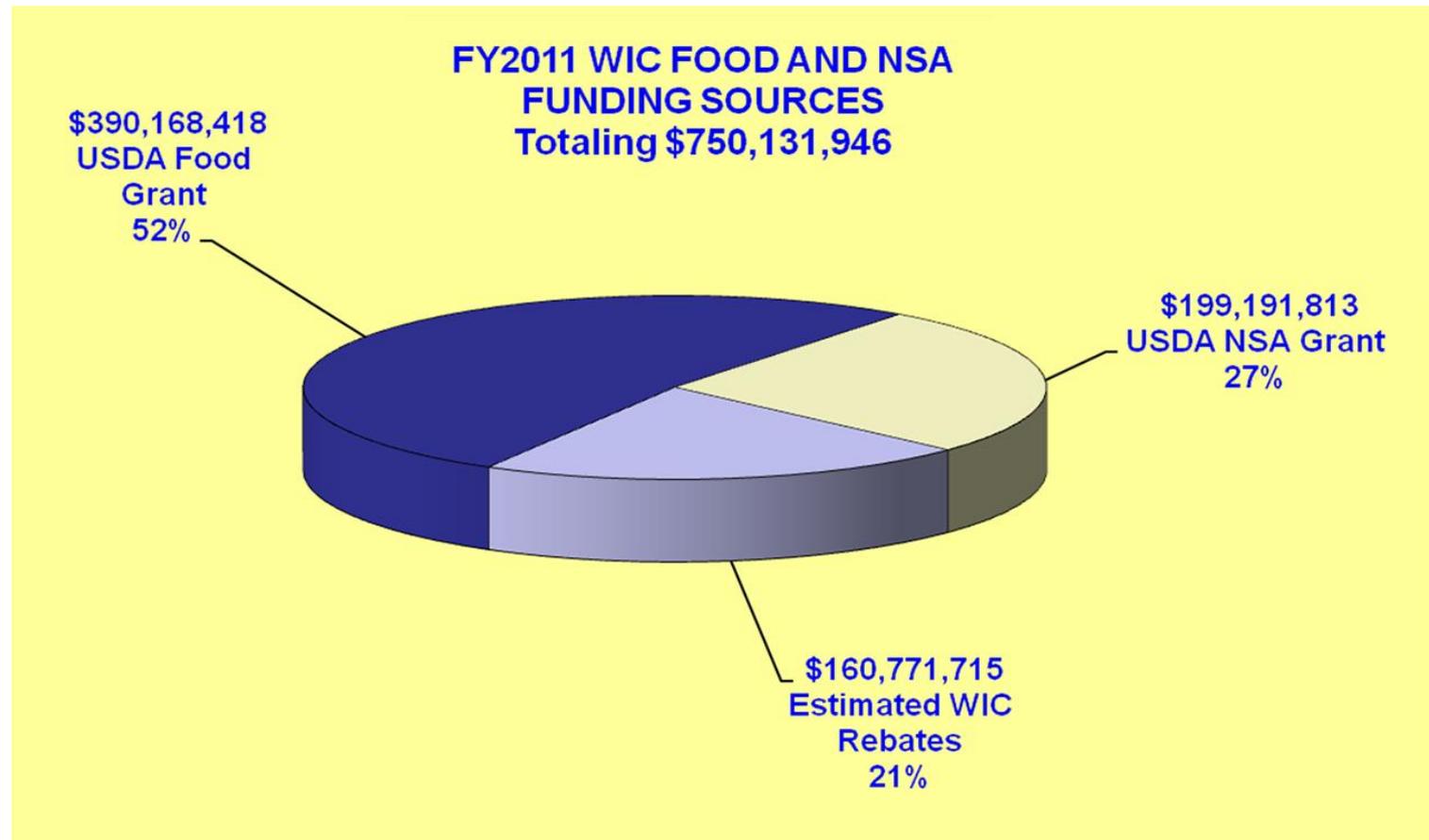
Breastfeeding Promotion & Support

- Prenatal breastfeeding education bags
- Breastfeeding support materials
- Peer Support
- Breast Pumps
- Larger food packages for breastfeeding moms
- Outreach/media
- Lactation Support Centers

WIC Food Benefits

- Milk/Soy Milk
- Tofu
- Fruits and Vegetables
- Whole Grains
- Eggs
- Cheese
- Cereal
- Juice
- Beans/Peanut Butter
- Tuna/Salmon (for breastfeeding women)
- Infant Formula
- Infant Cereal
- Baby foods

Total WIC Funding



WIC Vendors

- WIC contracts with approximately 2,100 stores statewide
- Federal regulations require states to consider participant access prior to disqualifying stores
- Considerations include
 - ▣ Geographic boundaries and other obstacles
 - ▣ Store within 15 miles of other authorized store

Texas WIC Vision and Mission

Our Vision

Healthy women and children through effective nutrition education and services, nutritious foods, and referrals to appropriate health and human services.

Our Mission

Deliver the highest quality services in the nation with integrity and respect to 100% of the persons eligible for WIC.

