



Public Health

Prevent. Promote. Protect.

Winnebago County, WI

**Need help buying
healthy food for
yourself and children?**



WIC IS HERE FOR YOU!

WIC is a supplemental nutrition program available for children younger than age five and people who are pregnant, breastfeeding or postpartum with low to moderate income.



This institution is an equal opportunity provider.

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WHAT IS WIC?

WIC is a Special Supplemental Nutrition Program for Women, Infants, and Children that helps families buy certain pre-approved food each month, nutrition education, referrals to local resources, and breastfeeding support.

WHO CAN APPLY?

Income eligible pregnant women, postpartum mothers with infants, and children under the age of 5. Stop in to apply or call to see if you qualify!

- You may have a current job or have no income.
- If you participate in another assistance programs (Badgercare, Foodshare, etc), you may be income-eligible for WIC.
- Scan QR code to see if you may qualify and for more information.

SUPPORT WE OFFER

- Pregnancy and breastfeeding support.
- Nutrition tips from certified nutritionists or registered dietitians.
- e-WIC card to buy healthy WIC approved foods including:
 - Fruits and vegetables, infant cereal, baby foods, iron-fortified cereal, 100% fruit/ vegetable juice, eggs, milk, cheese, yogurt, soy-based beverages, tofu, peanut butter, whole wheat bread and more! (Scan the QR code to see more about WIC benefits)
 - For infants who are not receiving human milk, WIC provides iron-fortified infant formula.
- Health Screenings (including height, weight, and iron levels)
- Fit Families Program: helps children increase exercise, fruit/ vegetable intake, and choose healthy beverages.
- Farmers Market Nutrition Program: provides coupons in addition to regular WIC benefits to buy locally grown fruits and vegetables from approved farmers markets/ farm stands during the summer months.
- Resources and referrals for other community programs



BENEFITS OF WIC

WIC helps women:

- Get support and resources for earlier prenatal care.
- Gain education for healthy eating habits.
- Provide healthy foods.
- Learn how to confidently care for and understand baby behaviors.
- Learn how to feed your baby.

WIC helps infants:

- Grow well by getting correct nutrients (breastfeeding and/or formula feeding).
- Safely start pureed foods and table foods.
- Meet developmental milestones.

WIC helps children:

- Overcome eating challenges.
- Monitor iron levels.
- Have a healthy diet full of nutrients for growth and development.
- Increase physical activity and decrease screen time.
- Referrals for healthcare and developmental/behavioral concerns.



CONTACT US

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