



WIC Program Department of Health

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What is WIC?

Short-term intervention program to improve the health status and influence lifetime nutrition and health behaviors in a targeted high risk population.

WIC Services

- Nutrition Education and Counseling
- Supplemental Nutritious Foods
- Breastfeeding Promotion and Support
- Referrals for Health Care

WIC Eligibility Criteria

- Categorically eligible
- Physical presence
- Income eligible
- At nutrition risk



Who are WIC Participants?



- Women who are pregnant, breastfeeding, or have recently been pregnant
- Infants
- Children under the age of 5



Over 450,000 clients
are served in Florida

Income Eligibility

- Automatically income eligible for WIC if currently on Medicaid, Food Assistance (SNAP) and/or Temporary Cash Assistance (TCA)
- or
- Household gross income \leq 185% of federal poverty level

Nutrition Assessment/Risk

- Based on
 - A **anthropometric** (weight and height measurements)
 - B **biochemical** (hemoglobin or hematocrit test)
 - C **clinical/medical** health history
 - D **dietary** assessment
 - E **environmental**

Nutrition Education

- Provided at least quarterly
- Specific to client's risk and interest
- Client sets personal nutrition goal(s)

High Risk Counseling

- Development of nutrition care plan
- Specific plans for follow-up



WIC Foods

Fruits and Vegetables

Whole grains – 100% whole wheat bread, corn tortillas, brown rice

Dry Beans or Peanut Butter

Dairy – Milk, Cheese

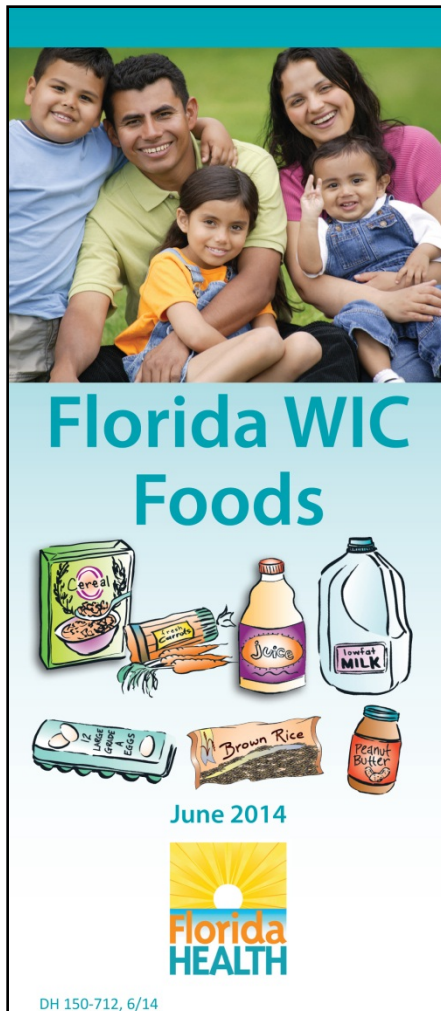
Eggs

100% Fruit Juice

Cereal

Baby Foods

Canned Fish – Fully Breastfeeding or Pregnant with multiple fetuses



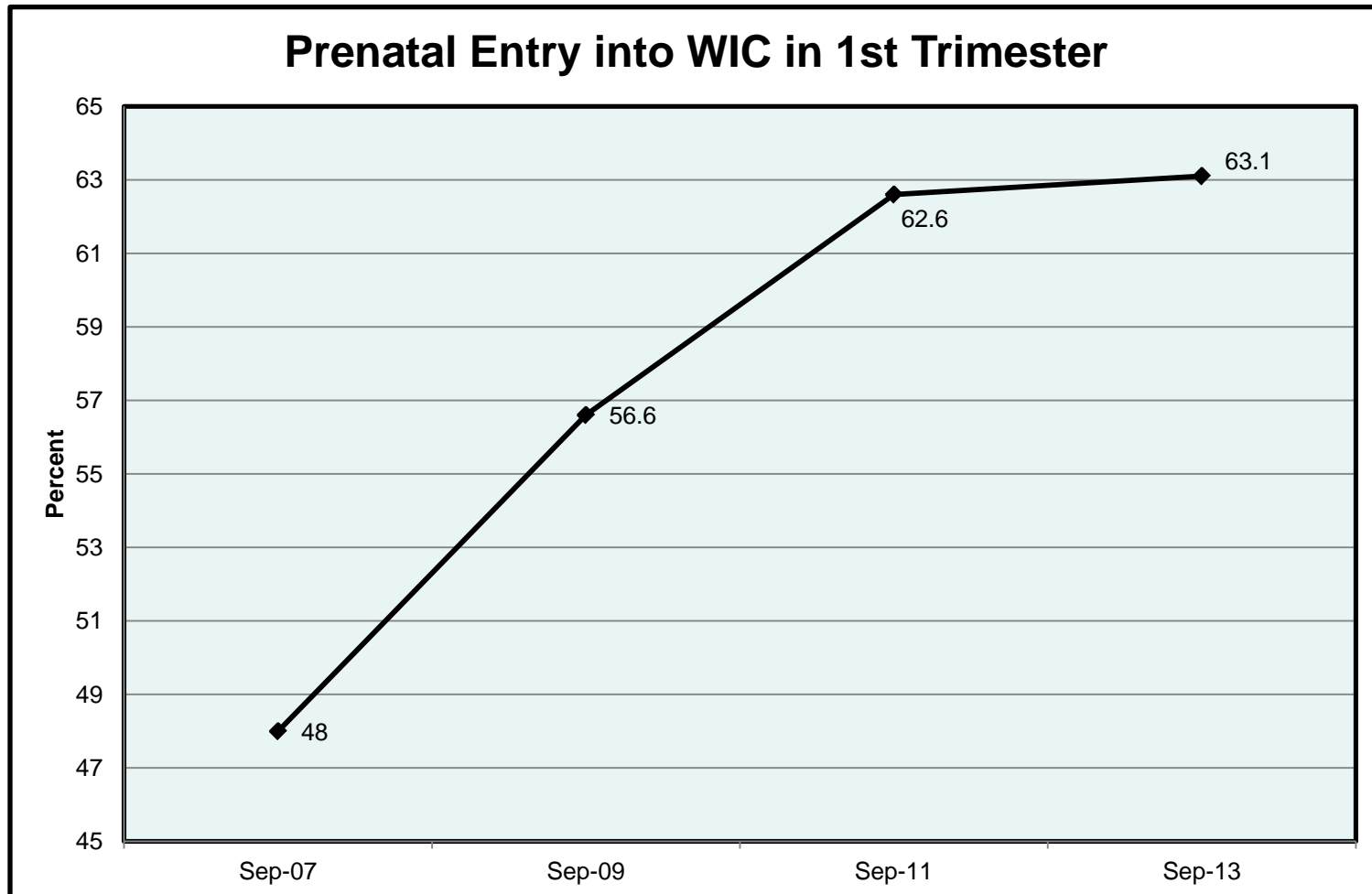
Referrals

- Between WIC and other health and social service programs/providers:
 - Immunizations
 - Healthy Start
 - Medicaid, Food Assistance, TCA
 - Health Care Providers

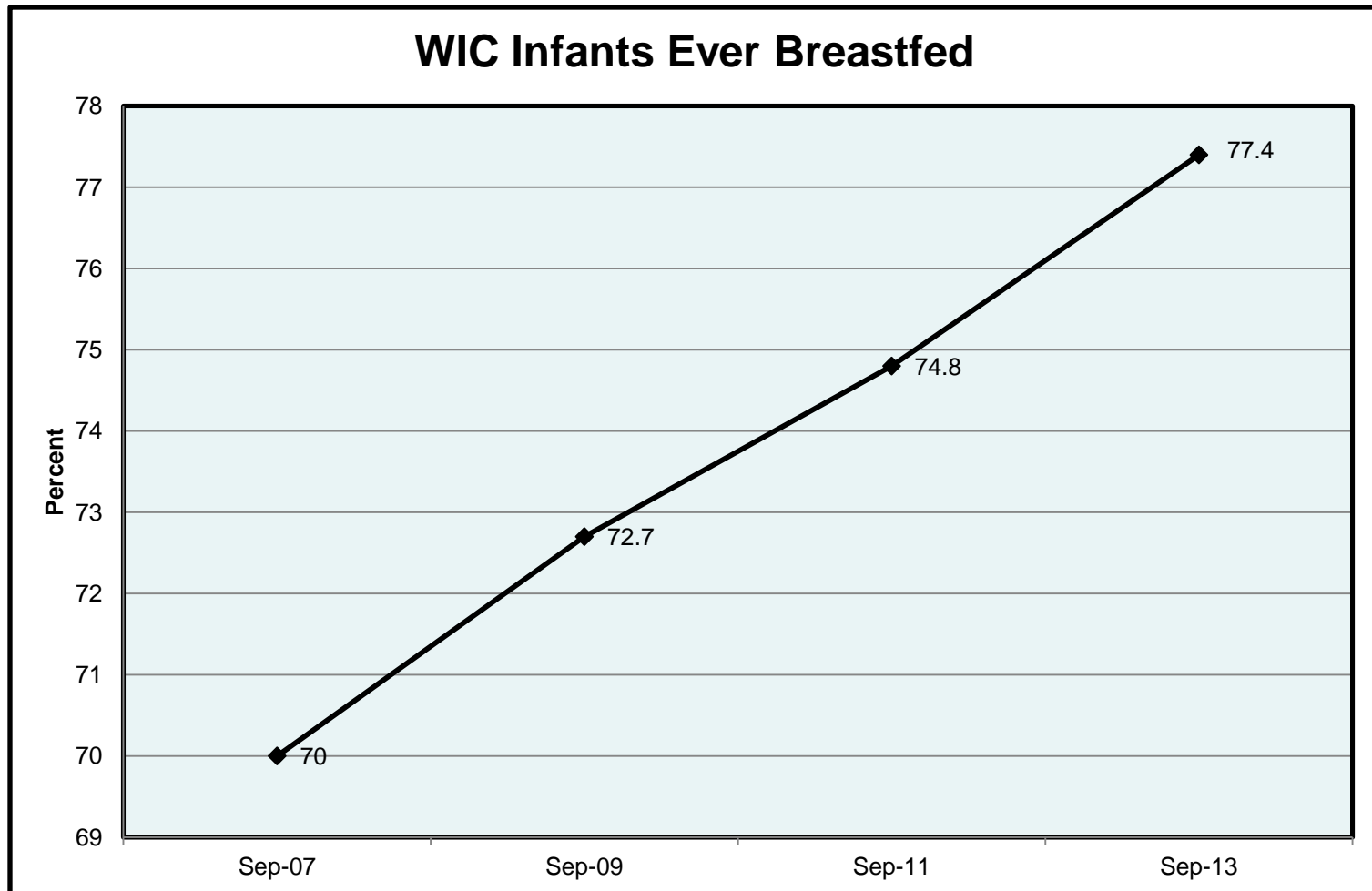
Health Benefits of WIC

- Encourages early prenatal care for women
- Reduces infant mortality
- Reduces the incidence of low birth weight babies
- Encourages breastfeeding
- Encourages regular health care and dental care for children
- Reduces the incidence of iron deficiency anemia in children

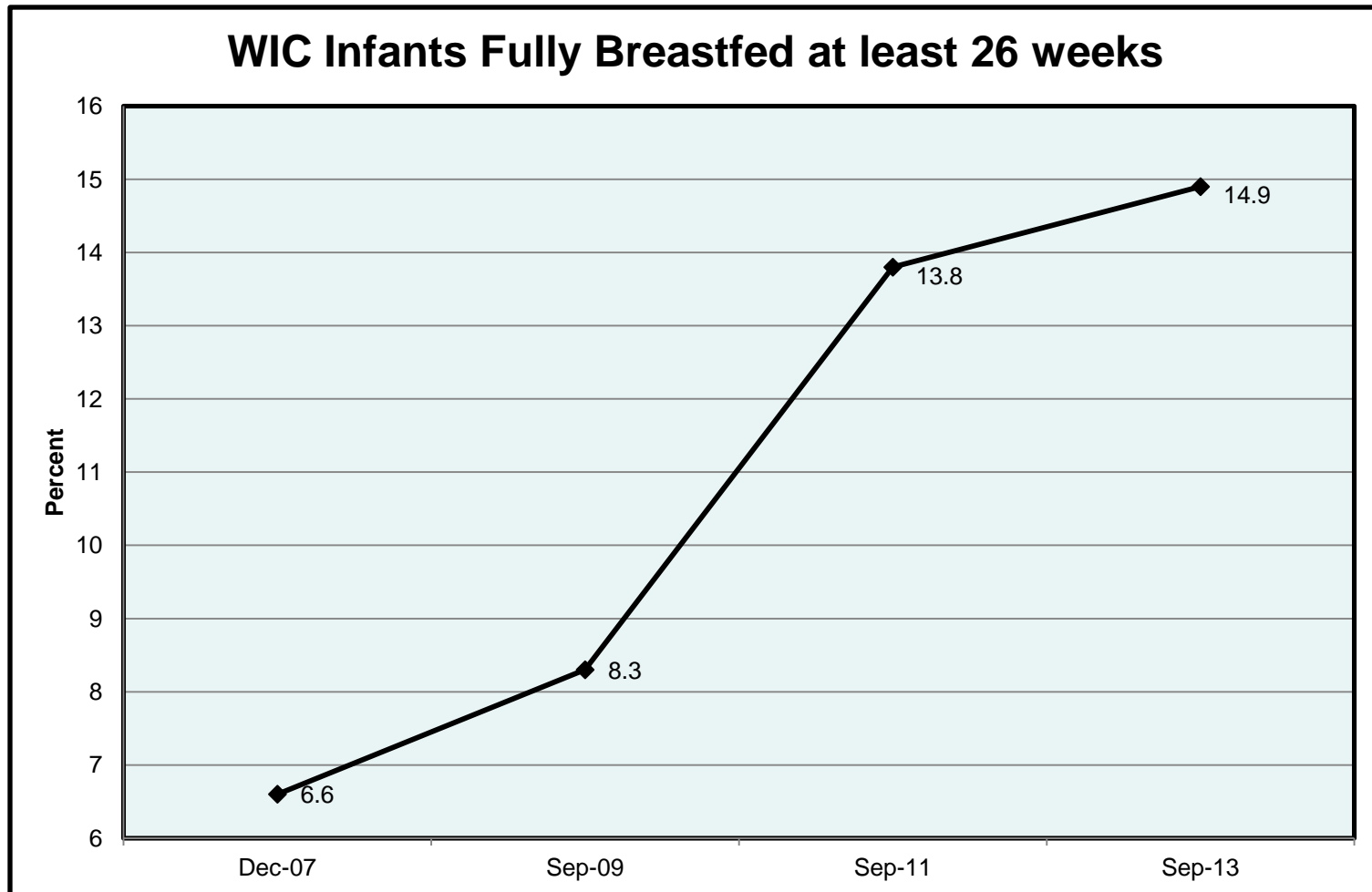
Prenatal Entry



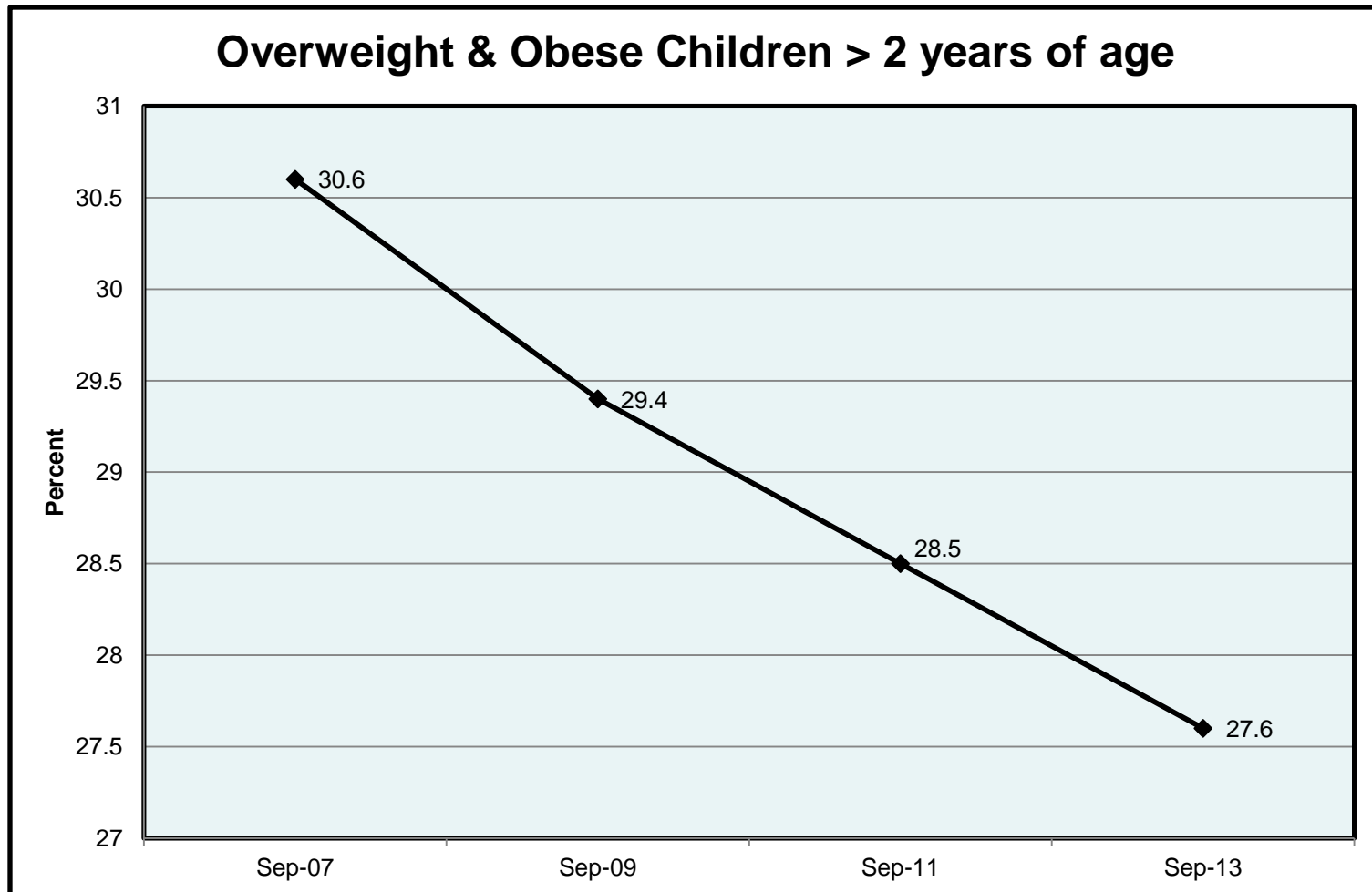
Breastfeeding Initiation



Breastfeeding Duration



Childhood Obesity



WIC EBT Implementation

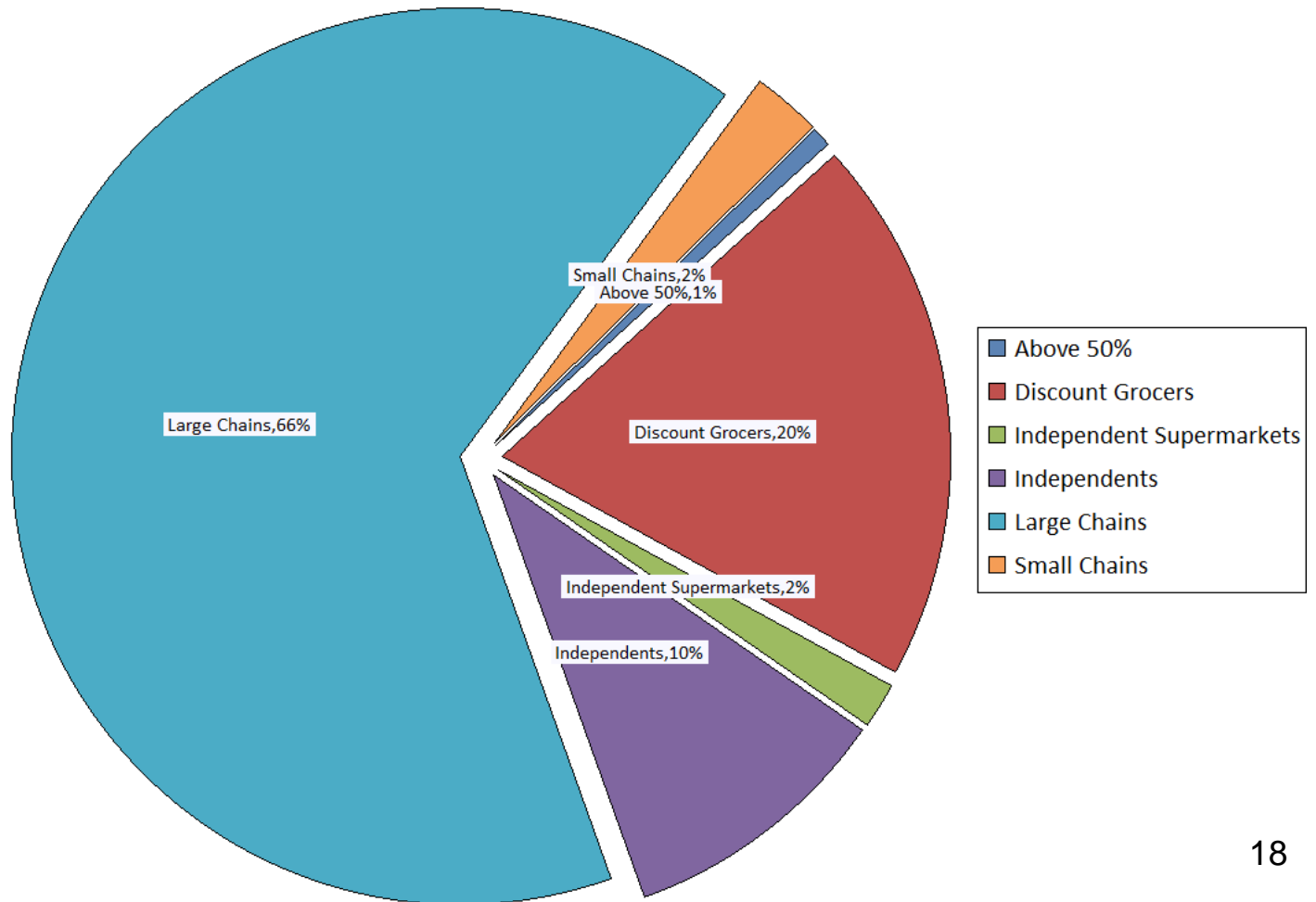


- Met HB1263 Mandate
 - On-Time
 - On-Budget
- Pilot began July 2013 in Miami-Dade
- Statewide Implementation - November 2013 to March 2014

Benefits of WIC EBT

- Clients
 - More discreet WIC transaction
 - Flexibility in purchasing
 - Simplified checkout
- Vendors
 - More efficient redemption & payment process
 - Averts common errors
- State
 - Improves program accountability
 - Increased data for nutrition counseling and program compliance monitoring

WIC Vendors



WIC EBT Register Receipt

- WIC Purchases By Food Item
 - Strict Prescription Controls
 - Quantity and UPC controlled
- WIC EBT Protects Against Excess Charges
- Balance Provided Each Sale
 - Items and Quantities
- Benefits Expire Monthly
 - Unused expunged
 - Next Prescription Available



Program Abuse Prevention/Identification

- Cost Containment
- Analytics Highlight Potential Investigations
- Conduct In-Store Compliance Buys
- Conduct Audits
- Investigate Social Media Sales
- Abuse Hot Line 1-855-283-5135

What can the Cabinet Do?

- Work with state agencies to build referrals to WIC into each agency's programs where appropriate.
- Increase awareness among private health care providers of the importance in making patient referrals to WIC.
- Encourage health care systems' maternity practices to provide support, education, and counseling on breastfeeding.
- Encourage and support hospitals taking steps recommended by the UNICEF/WHO's Baby-Friendly Hospital Initiative.

Questions

Contact Information

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