

WIC Outreach Project



YOU DO A LOT
WE HELP A LITTLE

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Campaign Goal

Increase awareness, enrollment and retention

Materials “In the Works”

- WIC Food List
- WIC ID Folder
- Outreach Flyers
- **WIC Food Menus**



WIC Food List

- Printing pending USDA approval
- Supply of current ID Folders limited
- Provide info on quantities and drop shipment needs as soon as possible



You Do A Lot

We Help A Little

What is WIC?

- Free Nutrition and Breastfeeding Program
- Experts in nutrition for pregnancy, breastfeeding, infants, toddlers and preschoolers
- Personalized nutrition tips and support for parents and caregivers
- Breastfeeding information, support and resources
- Referrals to other community resources
- Healthy foods



Effective Date: April 20

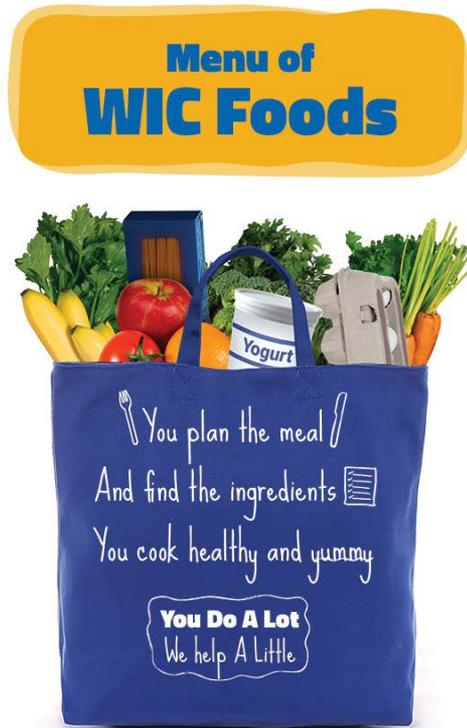
WIC Eligibility is based solely on gross income, this chart can help determine your eligibility

Number
of Family

Income every

Income

WIC Food Menu



- Large
- Laminated
- English/Spanish
- Pictures match new WIC Food List
- Other



This food list effective April 1, 2015. Vendors may not carry all items listed and/or pictured on the WIC food list.



**BREASTFEEDING MOMS GET MORE.
MORE FOOD, MORE CASH VALUE VOUCHERS, MORE MONTHS OF BENEFITS!**



**EXCLUSIVELY
BREASTFEEDING
MOM & INFANT**

A full year of benefits
for mom and baby.

**FORMULA-FEEDING
MOM & INFANT**

Mom gets benefits for 6 months.



This institution is an equal opportunity provider and employer.

Your Turn Poll

Best News for Last

Paid Media Placement begins April 20

- Online Ads
- Radio Ads
- Grocery Store, Laundromat, and Transit Ads



Wash Hands



Wash Faces



Wash Dishes



Wash Noses



And shower
them with love



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Find out if you're eligible

Click Here >