

WIC benefits are not limited only to food. Participants have access to a number of resources, including health screening, nutrition and breastfeeding counseling, immunization screening and referral, substance abuse referrals, and more.

Why WIC? You and your baby will be healthier.

Improved birth outcomes

- Women who participate in WIC give birth to healthier babies who are more likely to survive infancy
- Closer to full-term, safer pregnancies, and having a better chance of having a fully developed baby
- Fewer premature births and infant deaths
- Fewer babies being born with very low birth-weights
- A greater likelihood of moms receiving prenatal care

How? – WIC provides the following

Health and Nutrition

- Nutrition education
- Monthly benefits to buy healthy food
 - WIC participants buy and eat more fruits, vegetables, whole grains, and low-fat dairy products.
 - Includes regular and lactose free dairy also includes soy products. Whole grain tortillas, pastas, and more.
 - Farmers Market vouchers for fresh produce direct from farmers
 - Larger food package for moms who breastfeed exclusively
- WIC promotes breastfeeding for its nutritional value and ease of access of breast milk
 - it's the most nutritious and complete source of food for infants.
- Infants who are fed formula receive iron-fortified formula, which is recommended for nearly all non-breastfed babies for the first year of life
- Higher averages in intake of iron, vitamin C, thiamin, niacin, and vitamin B6
- Lower iron deficiency anemia rates
- Receive tips on how to shop or cook healthy food and how to encourage kids to eat it

Social, Nutritional, & Breastfeeding Support

- Breastfeeding support with Lactation Counselors, and Breastfeeding Peer Counselors
 - Help with a range of breastfeeding issues, including positioning, latch, milk production, returning to work
 - Nursing aids such as breast pumps
- Nutrition support with Nutrition Assistants and Registered Dietitians
- We introduce moms and dads to a network of peers and experts
 - Healthcare professionals such as dentists and pediatricians
 - Immunization services
 - Access to other health care and social services
 - Other moms for sharing experiences and moral support

Health Screenings

- Health assessments
 - weight and anemia screening
- Children participating in WIC are just as likely to be immunized as others
- Children participating in WIC are more likely to receive preventative medical care than other children not participating in WIC

Sources

- [California dept. of pub health](#)
- WIC – [Benefits and Services](#)
- About WIC – [How WIC Helps](#)
- [WIC Works: Addressing the Nutrition and Health Needs of Low-Income Families for 40 Years](#)
- [Comparison of risk and protective factors for preterm birth in rural, suburban, and urban Fresno County](#)
- Does WIC Work? [The Effects of WIC on Pregnancy and Birth Outcomes](#)
- [Does prenatal WIC participation improve birth outcomes?](#)