

Referring Women to WIC in the 1st Trimester



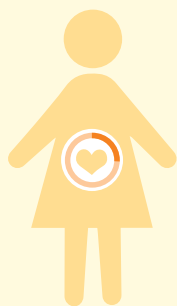
Up-to-date information on the Connecticut WIC Program for the healthcare professional.

What is WIC?

WIC, the Special Supplemental Nutrition Program for **W**omen, **I**nfants and **C**hildren, is a federally-funded discretionary nutrition assistance program administered by the United States Department of Agriculture (USDA), Food and Nutrition Service (FNS). In Connecticut, WIC is administered by the Department of Public Health and delivers services to over 50,000 individuals throughout the state.

28%

The amount of prenatal participants that enroll in WIC in the 1st trimester. Connecticut WIC has a target of 40%. Help moms have an improved birth outcome, refer to WIC early.



Why WIC Works? WIC Participation:

- Improves pregnancy outcomes (fewer preterm births, LBW deliveries and infant deaths)
- Reduces hospitalization and Medicaid costs
- Helps ensure a child's developmental readiness to enter kindergarten
- Increases food security for low-income families
- Contributes food dollars to local economies
- Increases local availability and access to fruits, vegetables and other healthy foods, of benefit to all Connecticut residents

\$500

The amount of valuable WIC services a woman will receive when she enrolls with WIC in her 1st trimester. Benefits include healthy foods, nutrition counseling and breastfeeding support.

Who is Eligible?

Someone who...

- ✓ **Is in one of the following categories:**
 - Pregnant women (from confirmation of conception through pregnancy)
 - Breastfeeding women (up to infant's 1st birthday)
 - Non-breastfeeding postpartum women (up to 6 months postpartum)
 - Infants (until their 1st birthday)
 - Children (until they reach 5 years old)
- ✓ **Meets income guidelines:**
 - Participates in Husky Health (Husky A, SNAP and/or TFA)
 - Qualifies based on household income
 - Families with private insurance may qualify
 - Many working families qualify and participate in WIC. **Refer working families too.**
- ✓ **Has a nutrition risk:**
 - Medical (Anthropometrics, Biochemical and Clinical)
 - Nutrition based
 - Environmental (homelessness, food security)
- ✓ **Lives in Connecticut**

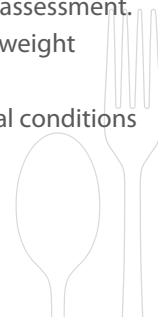
WIC does not require proof of citizenship or alien status.

What Does WIC Provide?

- Nutrition counseling and education
- Breastfeeding promotion and support
- Nutritious supplemental foods
- Health and Social Service referrals

WIC Needs Healthcare Providers!

- WIC Nutrition Professionals rely on information collected from healthcare providers to complete a WIC nutrition assessment.
- A patient's height, pre-pregnancy and current weight
 - Hemoglobin and/or Hematocrit
 - Documentation of any acute or chronic medical conditions and/or medications
 - Any special dietary needs or restrictions



What WIC Provides

Breastfeeding Promotion and Support

- Start breastfeeding discussions early.
- Promote breastfeeding as the optimal feeding choice.
- Support women to meet their breastfeeding goals.
- Educate moms on their rights and how to protect their milk supply.

WIC's breastfeeding services include Certified Lactation Counselors (CLC), facilitated group education with other women, assistance with obtaining a breast pump and referrals to community based lactation support.

Nutrition Assessment, Counseling and Education

All WIC participants receive a complete nutrition assessment which consists of:

- Supporting women to achieve healthy weight gain.
- Evaluating nutritional inadequacies and medical conditions.
- Addressing food security.
- A WIC Nutritionist partners with mom to ensure she has a healthy full term delivery and a successful breastfeeding experience.

How You Can Help

Breastfeeding Promotion and Support

- Initiate early discussions on infant feeding choices.
- Promote breastfeeding as the optimal feeding method.
- Referrals to hospital/community based breastfeeding classes and WIC services.
- Assist women with accessing prescription for appropriate Husky Health breast pump (i.e. hospital grade or personal use pump) based on mom and baby's needs.
- Consider a breastfeeding training for you and your staff.
- Contact WIC for further collaborations.

Nutrition Assessment, Counseling and Education

- Refer to WIC early and often.
- Encourage all women to consider applying for WIC.
- Complete a WIC Certification/Medical Referral form for Women.

A woman can start on WIC before her first prenatal visit. When pregnancy is confirmed, encourage your staff to refer your patients to the WIC program for early enrollment. The earlier a patient starts on WIC the better her health outcomes.



\$3.50

For every dollar spent on WIC, there is a savings of \$3.50 in healthcare costs.

Referrals to Health and Other Social Services

WIC provides referrals for medical and dental care, health insurance, child care, SNAP, housing, fuel assistance and a lot more.

Nutritious Foods

WIC nutrition professionals partner with participants to select what WIC foods best meet their needs. Based on research from IOM, WIC offers healthier options including low fat dairy, fresh fruits and vegetables and whole grains.

Referrals to WIC

- Mention WIC at prenatal visits.
- Display WIC posters.
- Give new patients WIC informational brochures.

Nutritious Foods

Stay current with updates to WIC eligible foods. Recent changes include:

- Yogurt
- Whole wheat pasta
- Low-fat or Fat-free milk for all women



To find out more call **1-800-741-2142**, visit ct.gov/dph/wic, or call the WIC clinic in your area.

