

A male doctor with dark hair, wearing a blue lab coat and a stethoscope, is smiling warmly while holding a young child. The child has light brown hair and is wearing a purple patterned shirt. The background is a soft, out-of-focus blue. Large, faint letters 'WAG' are visible in the upper left background.

GOOD  
health

begins  
with

**GOOD  
Nutrition**

# WHEN YOUR **goals** for a patient include

- breastfeeding support
- a child's healthy growth
- a healthy diet
- successful feeding
- sufficient iron in the diet
- prenatal nutrition
- healthy pregnancy



## Get RESULTS with WIC

- Increase key nutrients in the diet
- Increase breastfeeding rates and success
- Improve healthy growth and development
- Better birth outcomes, with fewer preterm and low birth-weight babies
- For every \$1.00 spent on WIC during pregnancy, up to \$4.21 is saved in medical costs!

## WIC Services

The WIC team includes nutrition professionals (RDs), and nurses (RNs & PHNs), in addition to certified lactation consultants and trained breastfeeding peers to work with new moms. Together WIC can offer your patients follow-up care in four key areas:

Breastfeeding	Resources	Nutrition	Food Choices
<ul style="list-style-type: none"> <li>• Assistance &amp; Tips</li> <li>• Peer Support</li> </ul>	<ul style="list-style-type: none"> <li>• Consultations</li> <li>• Referrals</li> </ul>	<ul style="list-style-type: none"> <li>• Assessment</li> <li>• Education</li> </ul>	<ul style="list-style-type: none"> <li>• Food Packages</li> <li>• Shopping Guidance</li> </ul>
			
<p>One-on-one breastfeeding help and encouragement for as long as mom and baby choose to breastfeed.</p>	<p>Connecting families to health and community services, resources and programs important to each participant.</p>	<p>Personalized nutrition consultation with routine follow-ups, working with families to address dietary needs, meal planning and feeding concerns.</p>	<p>Nutritious food packages include fruits &amp; vegetables, whole grains, low-fat dairy and iron rich foods tailored to the specific needs of moms, infants and children to age 5.</p>

You promote healthy eating **WIC can help!**

# INCLUDE WIC IN YOUR TREATMENT PLAN

The American Academy of Pediatrics recommends physicians refer eligible patients to WIC. Minnesota WIC serves 45% of infants born, but there are still thousands of pregnant women and babies, and even more children ages 2-5 that are eligible but not participating. Among them are families using Medical Assistance for their health coverage that are automatically eligible for WIC\*.

*\*Families are eligible for WIC if they have income up to 185% of the federal poverty level or are enrolled in certain other programs such as Medicaid/Medical Assistance.*



## CONNECT PATIENTS with WIC



### WIC Rx Forms

For families that need extra nutritional help



### WIC Brochures

Available in English, Spanish, Hmong & Somali

Order free materials at [www.health.state.mn.us/wic/outreach](http://www.health.state.mn.us/wic/outreach)



Minnesota WIC Program  
Minnesota Department of Health  
P.O. Box 64882  
St. Paul, MN 55164-0882  
[www.health.state.mn.us/wic](http://www.health.state.mn.us/wic)  
1-800-657-3942



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