Sample communications and information for community partners to use to reach current and potential WIC participants.

Sample enews article:

**More Fruit and Veggies are Here Through the End of September!**

All WIC food benefits are provided electronically on an eWIC card and can be purchased in more than one shopping trip. Through September, kids and most moms will each get $24-47/month automatically on their eWIC card to buy their favorite fruits and veggies! If your income has been affected recently, and you are pregnant or have a child younger than 5 years old, WIC can help with nutritious foods and resources to keep your growing family healthy. Call your local WIC agency to learn what changes have been made in response to COVID-19 – many are offering services remotely and will set up a phone call to conduct your appointment. Find your local agency here: [health.ny.gov/prevention/nutrition/wic/local\_agencies.htm](https://www.health.ny.gov/prevention/nutrition/wic/local_agencies.htm). Many more New Yorkers could get WIC. As an example, a family of three expecting a baby can earn up to $49,025 a year and be income eligible to receive WIC benefits. To learn if you might be eligible for WIC visit [WIChelpNY.org](http://www.WIChelpNY.org) or the new [WIC virtual assistant Wanda](https://adira.orbita.cloud/oeapi/nys_social/hungersolutions) for an easy prescreening.

Partners’ Outreach:

**The WIC Association of NYS is regularly posting a variety of social media for local partners to easily share:**

<https://www.facebook.com/wicassociationofnys>

<https://www.instagram.com/wicassociationofnys/?hl=en>

**The National WIC Association has created updated communications toolkits with resources in multiple languages:**

<https://www.nwica.org/blog/cvb-updated-amounts-toolkit#.YXbNGhrMJPY>

**Background:**

WIC serves income eligible pregnant, postpartum, breastfeeding women, infants, and children under age 5 who have health or nutrition risks. Many working families are part of WIC. In addition, an expectant mom may count as two people in determining household size. For example, a family of three expecting a baby can earn up to $49,025 a year and be income eligible to receive WIC benefits. Dads, grandparents, and other caregivers of children under the age of 5 may also sign up kids for WIC. Foster children and Kinship Care recipients under age 5, and foster teens who are pregnant are eligible for WIC.

To be eligible for WIC, you must:

* Live in New York State
* Pregnant or breastfeeding woman, woman within the first 6 months postpartum, infant up to age one, or a child up to age 5
* Have a health or nutrition need
* Be income-eligible

The CVB is credited with improving the diets of WIC families. With the increase, WIC participants can buy and eat even more healthy vegetables and fruit – and even explore new ones to them. The benefit levels are at 50% of recommended intake based on the National Academics of Sciences, engineering, and Medicine (NASEM) guidance, resulting in **$24/month for children, $43/month for pregnant and postpartum participants, $47/month for breastfeeding participants, and $70.50/month for participants fully breastfeeding multiple infants.**

(The WIC program has always been exempt from the Federal Public Charge rule that affects self-sufficiency.)

For detailed information about qualifying for WIC, visit [WIChelpNY.org](http://www.wichelpny.org).

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