**­Template Articles for Partners’ use**

**Sample titles:**

* **Many More NYS Families Can Count on WIC**
* **WIC is Here for NYS Families**
* **Find out How WIC can Serve Your Family**
1. **450 words:**

Good nutrition during pregnancy and in the first years of a child’s life is very important. The Special Supplemental Nutrition Program for Women, Infants and Children (WIC) provides nutrition information, help with breastfeeding, referrals to other services, and healthy foods. Research has found WIC leads to healthier births, reduced infant mortality and better infant feeding practices. It has also shown that children on WIC have diets that are more nutritious, which helps them do better in school.

WIC can improve lifetime health for women, their infants, and young children, and many families don’t even know they are eligible! Through local providers such as hospitals, local health departments and community-based organizations NYS WIC serves 370,000 participants each month. This is only half of those eligible to participate. WIC welcomes pregnant women, new moms, infants and children up to age 5. Dads, grandparents, and caregivers of children, working families, and non-US citizens can qualify, too.

The fundamental purpose of the program is to ensure the health and well-being of income eligible families with young children. Families that receive Medicaid, SNAP, or TANF automatically qualify. In 2022 a working family of four can have $49,025 yearly income and qualify. [Look here for more income guidelines](https://www.health.ny.gov/prevention/nutrition/wic/income_guidelines.htm). And remember ... an unborn child can be counted as a member of the household.

**Shopping with WIC Is Easier than Ever!**

Since 2019, WIC benefits are given electronically on an eWIC card—no more paper checks! Parents and caregivers can use their eWIC card just like a debit card at WIC-approved stores. WIC-approved foods can be purchased in more than one shopping trip, and when it works best for families.

Participants should use all of their benefits before they expire on the last day of their 30-day benefit cycle. WIC participants can also download and use the free WIC2Go app on their smartphone. WIC2Go helps participants find WIC-approved stores and WIC clinics, scan foods at the market to see if they are WIC-approved, check their WIC benefit balance, and view their next appointment.

Also, through September 2022, WIC moms and kids each get a boost in the monthly fruits and vegetables benefit portion of their food package—now $24/month/child and $43 or $47/month/mom on their eWIC card to buy favorites and try new ones.

**Applying and Participating in WIC is Easier than Ever!**

To learn more or apply, families can use WIC’s new [24/7 virtual assistant](https://adira.orbita.cloud/oeapi/nys_social/hungersolutions), Wanda, for an easy 3 minute screening or call the 24/7 Growing Up Healthy Hotline at 1-800-522-5006 and ask for help with WIC. For WIC information, resources, and outreach materials, please visit [WICHelpNY.org](https://protect-us.mimecast.com/s/GXfxCW6lwBC6Em2cn50Am?domain=default.salsalabs.org).

Due to the COVID-19 pandemic, most WIC offices are taking applications and conducting appointments and nutrition counseling over the phone. Families with questions are encouraged to call their local WIC office. WIC staff are here to help.

1. **<300 words**

As families and communities strive to recover from the health, educational, and economic impacts of the COVID-19 pandemic, hunger remains a persistent reality for[many New Yorkers](https://nyshealthfoundation.org/resource/continuing-impact-of-the-covid-19-pandemic-on-food-scarcity-in-new-york/). Trusted community partners can help families, regardless of their immigration status, connect with WIC, a nutrition program that assists with alleviating hunger.

WIC provides pregnant women, new and breastfeeding moms, and children under age 5 with breastfeeding support, nutrition counseling, health education, healthy foods (bought at stores using the eWIC debit-like card), and referrals to other helpful services. WIC serves about 370,000 New Yorkers, but could serve twice as many, especially more pregnant women, and children ages 2-4. Dads, grandparents, guardians, and others can also apply for WIC for children in their care.

Because of the COVID-19 national health emergency, families can get services and eWIC benefits remotely, via telephone, text, or videoconference. With remote services, eWIC, the WIC2Go app, and Wanda—[WIC’s new 24/7 virtual assistant](https://adira.orbita.cloud/oeapi/nys_social/hungersolutions)—it’s easier than ever to apply and participate. Wanda is available online 24/7 to help prescreen potential clients in about 3 minutes, answer questions, and provide referrals to local WIC clinics. Also, through September 2022, WIC moms and kids each get a boost in the monthly fruits and vegetables benefit portion of their food package—now $24/month/child and $43 or $47/month/mom on their eWIC card to buy favorites and try new ones.

**What Can Partners Do?**

* Inform families with children under 5 that they may be eligible for WIC, and spread the word about WIC’s safe remote services and temporary boosted benefits. Visit [WICHelpNY.org](https://hungersolutionsny.org/find-food-help/wic/) and its [Resource Center](https://hungersolutionsny.org/federal-nutrition-programs/wic/resources/) to learn more and access outreach resources, available in English and Spanish.
* Questions? Contact Misha Marvel at Misha.Marvel@hungersolutionsny.org
1. **<200 words**

A federally funded public health and nutrition program, [WIC](https://hungersolutionsny.org/federal-nutrition-programs/wic/) provides nutrition and health education, breastfeeding support, healthy foods, and service referrals to women, infants, and children each month through local providers—hospitals, local health departments, and community-based organizations—around New York State. During the entire COVID-19 crisis, local WIC agencies have enrolled participants and provided benefits and nutrition education using a variety of methods including remote, hybrid, and in-person appointments. NYS WIC currently serves about 370,000 participants each month, about half of all eligible New Yorkers. WIC could serve more people regardless of immigration status, and especially pregnant women and children ages 2-4.

Food insecurity in infancy and early childhood can have long-term health impacts. WIC participation is associated with healthier births, improved birth weights, reduced risk of infant mortality, better infant-feeding practices, more nutritious diets, better access to primary and preventive health care, healthier neighborhood food environments, and improved cognitive development and academic achievement in childhood.

[WIC’s new 24/7 virtual assistant](https://adira.orbita.cloud/oeapi/nys_social/hungersolutions), Wanda, can help families learn about WIC and find a local WIC office in about 3 minutes. For WIC information, resources, and outreach materials, please visit [WICHelpNY.org](https://protect-us.mimecast.com/s/GXfxCW6lwBC6Em2cn50Am?domain=default.salsalabs.org).

1. **~150 words**

When life changes from pregnancy through pre-K, WIC is here for NYS families—and MANY more could participate, including working families and non-US citizens. What does WIC provide? LOTS! Nutrition, health, fitness, prenatal, postpartum, and breastfeeding information and support; monthly nutritionally tailored food packages conveniently loaded on an eWIC card; seasonal farmers markets checks; and referrals to other helpful services. And right now, moms and most children are getting a boost in the monthly veggies and fruits benefit part of their package—now $24/month/child and $43 or $47/month/mom! Whether you're just starting out on your parenting journey or having unexpected challenges, WIC is here to help you every step of the way. WIC's goal is the same as yours. WIC wants everyone to have a healthy pregnancy, baby and child. [WIC’s new 24/7 virtual assistant](https://adira.orbita.cloud/oeapi/nys_social/hungersolutions), Wanda, can help families learn about WIC and find a local WIC office in about 3 minutes. For more information, please visit [WICHelpNY.org](https://protect-us.mimecast.com/s/GXfxCW6lwBC6Em2cn50Am?domain=default.salsalabs.org).

**or**

WIC is here for families. WIC welcomes pregnant women, new and breastfeeding moms, and children under age 5 and provides nutrition counseling, health education, breastfeeding support, healthy foods, and connections to other helpful programs. Working families and non-US citizens can get WIC, too. Whether you’re a parent or a caregiver, you’d use your personalized eWIC card to buy your WIC foods at WIC-approved stores—no more paper checks! WIC foods are the basis of a healthy diet tailored for each participant. And now, most children and moms are getting even more benefits to buy veggies and fruits they want—$24/month/child and $43 or $47/month/mom.

[WIC’s new 24/7 virtual assistant](https://adira.orbita.cloud/oeapi/nys_social/hungersolutions), Wanda, can help you learn if you could get WIC and find your local WIC office in about 3 minutes. Because of COVID-19, most offices are taking applications and providing services over the phone, so it’s easier than ever to apply and participate. For more, please visit [WICHelpNY.org](https://protect-us.mimecast.com/s/GXfxCW6lwBC6Em2cn50Am?domain=default.salsalabs.org).

1. **~100 words**

WIC can help your family stay healthy! Pregnant women, new moms, infants, and children up to age 5 that meet [rules on income](https://www.health.ny.gov/prevention/nutrition/wic/income_guidelines.htm) OR receive benefits from Medicaid, SNAP, or TANF are welcome to join. And, yes! You can be working or a non-US citizen and get WIC! WIC can help you reach your health goals. WIC nutritionists and counselors provide one-on-one support with healthy eating, breastfeeding, and exercise. Just like you, WIC wants you to have a healthy pregnancy, baby and child. [WIC’s new 24/7 virtual assistant](https://adira.orbita.cloud/oeapi/nys_social/hungersolutions), Wanda, can help families learn about WIC and find a local WIC office in about three minutes. For more, please visit [WICHelpNY.org](https://protect-us.mimecast.com/s/GXfxCW6lwBC6Em2cn50Am?domain=default.salsalabs.org).



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