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 September with WIC!**

Through September 30, kids and most moms will each get $25-$49/month to buy their favorite fruits and veggies! All WIC food benefits are provided electronically on an eWIC card and can be purchased in more than one shopping trip.

Many more New Yorkers could get WIC! If you are pregnant or have a child younger than 5 years old, see if WIC can help with nutritious foods and resources to keep your growing family healthy. A family of three expecting a baby can earn up to $51,338 a year and be [income eligible](https://www.health.ny.gov/prevention/nutrition/wic/income_guidelines.htm) to receive WIC benefits.

Many local WIC offices are offering services remotely, so it’s easier than ever to apply and participate! To find your local agency or 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 three-minute prescreening.

Social Media Outreach:

**The WIC Association of NYS:**

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

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

**Hunger Solutions New York toolkits, including CVB and remote services:** <https://hungersolutionsny.org/federal-nutrition-programs/wic/resources/#cvb>

**Background:**

WIC serves income eligible pregnant, postpartum, breastfeeding women, infants, and children under age 5 who have health or nutrition risks. Many working families participate in 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 $51,338 a year and be [income eligible](https://www.health.ny.gov/prevention/nutrition/wic/income_guidelines.htm) to receive WIC benefits. Dads, grandparents, and other primary caregivers of children under the age of 5 may also sign up kids for WIC. Foster children and Kinship Care recipients under age 5, non-US citizens 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 boosted fruit and vegetable benefit 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 **$25/month for children, $44/month for pregnant and postpartum participants, $49/month for breastfeeding participants, and $73.50/month for participants fully breastfeeding multiple infants.**

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

\* Applicants must be a resident of New York State, but immigration status is never considered for WIC eligibility. WIC is committed to serving persons who speak languages other than English and has many materials translated into 20 languages including Spanish, Chinese, Russian, Yiddish, Bengali, Korean, Arabic, Italian, Haitian Creole, Polish, and more. Interpreters are available at no cost to the applicant/participant.

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