**Get WIC the Way You Want It  
*Sample content to use in communications targeted to potentially eligible participants and referral partners or service providers***

In recent years, WIC has added flexible and innovative modernizations to make it easier for busy families to access and participate in the program. Hunger Solutions New York’s toolkit, [WIC Modernizations: Get WIC the Way You Want It](https://hungersolutionsny.org/federal-nutrition-programs/wic/resources/#modernizations), aims to increase awareness of remote services, online nutrition education, eWIC, and other services and improvements that enable participants to engage in WIC in a way that meets their needs. Use the content below to promote WIC modernizations in newsletters, emails, websites, and other communications.

**Communications targeted to potentially eligible participants:**

**~ 450 words**

**Get WIC the Way You Want It!**

It can be hard to find time to focus on nutrition when you are pregnant or raising young children. WIC has exciting new ways to help busy families meet their health and nutrition goals. For 50 years, WIC has helped families nourish and support their children with healthy food, nutrition education, breastfeeding support, and referrals to healthcare and other services. Recent changes have made it easier than ever for families to participate.

WIC offers flexible services to work around your schedule. You can connect with a WIC office, learn if you are eligible, enroll, and do your WIC appointments over the phone. If you prefer face-to-face guidance and support, you can visit a WIC office to meet with a WIC nutritionist or other staff. You can choose to participate in a way that works best for you!

When you are wondering when to introduce solid foods to your baby or how to handle your toddler’s picky eating, log onto WIC’s online nutrition education website for easy access to expert guidance. You can also learn about healthy eating, get family-friendly recipes, and find meal-planning tips at your convenience.

Shopping with WIC is fast and easy, too. Food benefits are added electronically to an eWIC card that you can use at the grocery store. Just swipe your eWIC card like a debit card at the register to buy fruit, vegetables, whole grains, peanut butter, canned fish, milk, eggs, and other WIC foods. You can buy food when it works best for you and use your monthly benefits on multiple shopping trips within the same month. Just be sure to use all your benefits within your 30-day benefit cycle.

If you are pregnant or raising children under age five, WIC is here to help your family get the best start possible. WIC leads to healthier pregnancies, healthier infants, more nutritious diets, and better health care for children. Toddlers and preschoolers who participate in WIC eat more fruits and vegetables and do better in school!

WIC is committed to providing eligible families easy access to health and nutrition services. With phone appointments and other remote services, you do not have to take time off work, arrange childcare, or find transportation. You can participate in a way that fits your family’s needs, so you have more time for what matters most.

Are you ready to experience the new WIC for yourself? Visit [WICHelpNY.org](https://hungersolutionsny.org/find-food-help/wic/) and chat with Wanda, WIC’s 24/7 virtual assistant, to learn more. In less than three minutes, Wanda can tell you if you may be eligible and connect you to a WIC office.

**~ 300 words**

**WIC Offers Health and Nutrition Support at Your Convenience**

If you are pregnant or raising young children, it is important to focus on health and nutrition. WIC offers healthy food and other nutrition support to pregnant individuals, new parents, infants, and children under age five. With so much on your plate, participating in a program like WIC may seem overwhelming. The good news is that WIC has exciting new ways that make it easy to enroll and participate.

Beyond healthy food, WIC offers nutrition education, breastfeeding support, and referrals to health care services and other helpful programs. WIC’s flexible services can work around your schedule. You can connect with a WIC office, learn if you are eligible, enroll, and do your WIC appointments over the phone. If you prefer in-person guidance, you can visit a WIC office to meet with a nutritionist, see a breastfeeding peer counselor, and get other support.

Shopping with WIC is fast and easy, too. Food benefits are added electronically to an eWIC card that you can use at the grocery store. Just swipe your eWIC card like a debit card at the register to buy fruit, vegetables, whole grains, canned fish, milk, eggs, and other WIC foods. The WIC2GO app can be used on smartphones to scan barcodes to see if foods are allowable.

Many families may not realize they are eligible for WIC. WIC welcomes newly pregnant individuals, working families, and non-U.S. citizens. You can automatically qualify for WIC if you receive SNAP, Medicaid, or TANF. Dads and primary caregivers can also apply for children under age five in their care.

WIC has been helping families build brighter futures for 50 years. With new flexible services, WIC can help even more busy families like yours meet their health and nutrition goals. To learn more, visit [WICHelpNY.org](https://hungersolutionsny.org/find-food-help/wic/) and chat with Wanda, WIC’s 24/7 virtual assistant. In less than three minutes, Wanda can tell you if you may be eligible and connect you to a WIC office.

**~ 175 words**

If you are pregnant, breastfeeding, or have an infant or child under the age of five, WIC can help you with healthy food, nutrition education, breastfeeding support, and referrals to other helpful services. Families who participate in WIC have more nutritious diets and healthier children. Toddlers and preschoolers in WIC eat more fruits and vegetables and do better in school!

WIC makes it easy for busy families to participate. You can choose remote services, like phone appointments and online nutrition education, or in-person services at a WIC office. Shopping with WIC is fast and easy, too. Just swipe your eWIC card like a debit card at the register to buy your WIC foods.

Many families don’t realize they are eligible for WIC, including newly pregnant individuals, working families, and non-US citizens. You can automatically qualify for WIC if you receive Medicaid, SNAP, or TANF. Dads and other primary caregivers can also apply for their children under age five.

To learn more and connect with a WIC office, visit [WICHelpNY.org](https://hungersolutionsny.org/find-food-help/wic/) and chat with Wanda, WIC’s 24/7 virtual assistant.

**Communications targeted to referral partners or service providers:**

**~450 words**

**WIC Helps Busy Families Get a Healthy Start**

Good nutrition during pregnancy and the first years of a child’s life is essential for healthy growth and development. WIC provides healthy food, nutrition education, breastfeeding support, and referrals to health and social services during and after pregnancy and until a child’s fifth birthday—times when access to health care and nutritious food is especially important. WIC helps families lay the foundation for a healthy life, leading to healthier infants, more nutritious diets, better health care for children, and improved school readiness and intellectual development.

WIC has added flexible and innovative ways to make it easier for busy families to access and participate in the program. WIC prioritizes participant choice, enabling families to enroll and participate remotely by phone or in person at a WIC office. Online nutrition education allows families to get information about healthy eating, strategies to help picky eaters, recipes, and meal-planning tools at their convenience. These remote services eliminate barriers that could prevent families from accessing WIC’s health and nutrition services. Rather than having to take time from work, arrange childcare, or find transportation to travel to a WIC office, families can participate in a way that best meets their needs.

Shopping with WIC is fast and easy, too. Food benefits are added electronically to an eWIC card that families can use like a debit card. Participants swipe their eWIC card at the grocery store to buy fruit, vegetables, whole grains, peanut butter, canned fish, milk, cheese, eggs, and other WIC-approved foods.

Despite its success in helping families get a healthy start, WIC reaches only about half of all eligible families in New York. Many families do not know they qualify, and many may not be aware of new options like remote services and eWIC that provide easy and convenient access to WIC benefits.

Organizations that work with pregnant individuals and families with young children can help spread the word about WIC eligibility and the exciting new features that make participating easier than ever. WIC services can start as soon as a person finds out they are pregnant and continue through the post-partum period, during breastfeeding, and until the child turns five. WIC also welcomes working families, non-U.S. citizens, and primary caregivers raising children under age five. See income eligibility guidelines [here](https://www.health.ny.gov/prevention/nutrition/wic/income_guidelines.htm). Individuals who receive Medicaid, SNAP, or TANF automatically qualify for WIC.

Families can chat with Wanda, WIC’s virtual assistant, at [WICHelpNY.org](https://hungersolutionsny.org/find-food-help/wic/) to learn more about WIC and connect to a WIC office to start the application process. For outreach resources to promote WIC to potentially eligible participants, visit Hunger Solutions New York’s [WIC Resource Center](https://hungersolutionsny.org/federal-nutrition-programs/wic/resources/).