**WIC: Support for a Healthy Pregnancy from the Very Beginning**

***Sample content to use in communications targeted to potentially eligible   
participants and referral partners or service providers***

Many people are unaware that individuals can qualify for WIC as soon as they find out   
they are pregnant. Hunger Solutions New York’s [WIC in Early Pregnancy Toolkit](https://hungersolutionsny.org/federal-nutrition-programs/wic/resources/#early) aims to increase awareness that pregnant individuals can receive WIC from the very beginning of   
their pregnancy and beyond. Messaging also touches on WIC's health and nutrition benefits during pregnancy and the ease of access WIC provides through modern and flexible services such as remote appointments, eWIC, and more. Use the written content below to promote early pregnancy messaging in newsletters, emails, websites, and other communications.

**Communications targeted to potentially eligible participants:**

**~ 450 words**

**WIC: Support for a Healthy Pregnancy from the Very Beginning**

Finding out you are pregnant is a life-changing moment. As you start this incredible journey, it is especially important to focus on eating well and staying healthy. WIC is here to help by providing health and nutrition support for pregnant, postpartum, and breastfeeding individuals, infants, and children under age five. You can get started with WIC as soon as you learn you are pregnant.

*How can I make sure I am getting the right nutrition for my growing baby? Are there foods I should not eat?* These are questions often heard by WIC nutritionists. With WIC, you can get foods that meet your specific needs during pregnancy, including whole grains, peanut butter, canned fish, dairy, beans, fruits, vegetables, and more. WIC nutritionists also help you learn about healthy eating during and after pregnancy, shopping for WIC-approved foods, reading food labels, family-friendly recipes, and meal planning.

If you are thinking about breastfeeding your baby, WIC helps you prepare and support you every step of the way. Breastfeeding participants are offered educational resources, support from moms with breastfeeding experience, breast pumps and other supplies if needed, and a larger amount of food. WIC can also help you educate your support team so they know how to help you along your breastfeeding journey.

WIC is here to help you give your baby the best start possible. Pregnant individuals who participate in WIC have healthier pregnancies and births. WIC is good for your baby, too. WIC babies have higher birth weights, better access to health care, and higher immunization rates. When the time comes, your baby can get healthy food from WIC, too. Toddlers and preschoolers in WIC eat more fruits and vegetables, and later on, they do better in school!

With so much on your plate, it is easy to feel overwhelmed. That is why WIC makes it easy to sign up and participate. You can learn if you are eligible, enroll, and do your appointments by phone or in a WIC office—your choice! Shopping with WIC is easy, too. Just swipe your eWIC card like a debit card at the register to buy your WIC-approved foods. WIC has plenty of flexible options to fit your needs, so you have more time for what matters most.

To learn more, visit [WICHelpNY.org](https://hungersolutionsny.org/find-food-help/wic/) and chat with Wanda, WIC’s virtual assistant. In less than three minutes, Wanda can tell you if you may be eligible and connect you with a WIC office. Good nutrition during pregnancy helps your baby grow up healthy and strong. Get in touch today—WIC is waiting to support you and your growing family!

**~ 300 words**

**Are You Pregnant? Give Your Baby a Healthy Start with WIC!**

Good nutrition during pregnancy helps your baby grow healthy and strong. This is why WIC offers nutrition support from the very beginning of pregnancy. From the moment you know you are pregnant, WIC is here to help you give your baby a healthy start.

WIC provides healthy food, nutrition education, breastfeeding support, and referrals to other helpful services to pregnant and postpartum individuals, new parents, infants, and children under age five. With WIC, you can get the food you need for a healthy pregnancy, like fruits, vegetables, whole grains, beans, peanut butter, and more. WIC nutritionists help you learn about healthy eating, shopping with your eWIC card, reading food labels, family-friendly recipes, and meal planning. If you would like to breastfeed, WIC helps with that, too.

WIC makes it easy for you to apply and participate. You can learn if you are eligible, enroll, and do your appointments by phone or in a WIC office—your choice! Shopping with WIC is easy, too. Just swipe your eWIC card like a debit card at the register to buy your WIC-approved foods.

You may be eligible if you are pregnant or raising children under age five and have an income below a certain amount. You can qualify for WIC even if you have a job. See [income guidelines here](https://www.health.ny.gov/prevention/nutrition/wic/income_guidelines.htm). 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.

For 50 years, WIC has helped families build bright futures for their children with health and nutrition support tailored to their needs. WIC is waiting to support you and your family! To learn more, visit [WICHelpNY.org](https://hungersolutionsny.org/find-food-help/wic/) and chat with Wanda, WIC’s virtual assistant. In less than three minutes, Wanda can tell you if you may be eligible and get you connected with a WIC office.

**~ 175 words**

**You’re Pregnant! Now Is the Time to Call WIC!**

From the moment you know you are pregnant, WIC is here to support you and your growing baby. WIC provides the nutritious food you need for a healthy pregnancy. WIC nutritionists help you learn about healthy eating, reading food labels, meal planning, and more. WIC also offers breastfeeding support and referrals to healthcare and other services. When it’s time, your child can get healthy food with WIC until they turn five.

WIC has flexible options to work around your busy schedule. You can participate from the comfort of your couch with remote services like phone appointments and online nutrition education. If you prefer in-person guidance and support, you can visit a WIC office to meet with a nutritionist or other WIC staff. Shopping with WIC is easy, too. Just swipe your eWIC card like a debit card at the register to buy your WIC-approved foods.

There is no need to wait! You can get started with WIC as soon as you know you are pregnant. WIC is waiting to help your family get a healthy start! Visit [WICHelpNY.org](https://hungersolutionsny.org/find-food-help/wic/) to chat with Wanda, WIC’s 24/7 virtual assistant, to learn more and find a WIC office.

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

**~450 words**

**WIC Offers Health and Nutrition Support from the Very Beginning of Pregnancy**

Good nutrition during pregnancy is essential for a baby’s growth and development and for ensuring positive maternal health before and after birth. 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 critically important. Pregnant individuals can apply for and receive WIC as soon as they learn they are pregnant.

WIC helps families lay the foundation for a healthy life. Research shows that participation in WIC during pregnancy leads to increased access to nutritious food, healthier weight gain, longer gestation, higher birth weight, reduced risk of adverse birth outcomes, and lower risk of infant mortality. WIC has powerful impacts on nutrition, providing healthy foods tailored to the specific needs of pregnant and breastfeeding individuals, infants, and young children. In addition to food, participants meet with WIC nutritionists to learn about healthy eating, meal planning and cooking with WIC foods, reading food labels, and other topics in nutrition. WIC also promotes and supports breastfeeding, offering lactation counseling, peer support, and a larger and more varied food package for breastfeeding individuals.

Despite WIC’s success in helping families get a healthy start, many do not know they are eligible. In New York, WIC reaches only about half of all eligible families, which means that many more could benefit from WIC’s health and nutrition services. Pregnant individuals can apply anytime during their pregnancy, including at the very beginning. WIC also welcomes working families, non-U.S. citizens, and primary caregivers raising children under age five. View [income guidelines here](https://www.health.ny.gov/prevention/nutrition/wic/income_guidelines.htm). Families that receive Medicaid, SNAP, or TANF can automatically qualify for WIC.

In recent years, WIC has made 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 access information and resources about healthy eating at their convenience. 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 simply swipe their eWIC card at the grocery store to buy WIC-approved foods.

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 get connected 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/).