**You Can Count on WIC: Eligibility After Age One**

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

WIC participation rates drop significantly after an infant’s first birthday. Hunger Solutions New York’s social media toolkit, [You Can Count On WIC: Eligibility After Age One](https://hungersolutionsny.org/federal-nutrition-programs/wic/resources/#kids), raises awareness of WIC eligibility up to a child’s fifth birthday. It also highlights the health benefits of WIC for children and the range of healthy foods available to kids. Use the content below to promote WIC for toddlers and preschoolers in newsletters, emails, websites, and other communications.

***Sample content to use in communications targeted to potentially eligible participants:***

**~ 450 words**

**WIC: Healthy Food and More for Your Toddler or Preschooler**

As the parent or caregiver of a toddler or preschooler, you want the best for your child’s health and development. WIC provides healthy food, nutrition education, and referrals to other helpful services to pregnant, breastfeeding, and postpartum individuals, as well as infants and children up to age five. From the moment you know you are pregnant until your child’s fifth birthday WIC is here to help your family stay healthy.

WIC foods provide important nutrients to meet your child’s specific needs. You can use WIC to purchase eggs, beans, peanut butter, milk, fruit, vegetables, whole grains, and more. WIC nutritionists help you learn about healthy eating at different stages of development, shopping for WIC foods, reading food labels, family-friendly recipes, and meal planning. They can even help you with tips for picky eaters!

WIC helps kids grow up healthy and strong. Beyond healthy food and nutrition education, WIC provides health screenings for children and connects you to healthcare providers and other community resources. Kids who participate in WIC have better access to healthcare, higher immunization rates, better growth and development, and lower rates of anemia. Toddlers and preschoolers who participate in WIC eat more fruits and vegetables, and they do better in school! The benefits of WIC last beyond a child’s fifth birthday and set the stage for a lifetime of good health.

You may be eligible if you are pregnant, breastfeeding, postpartum, 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.

WIC makes it easy to sign up and participate. You can learn if you are eligible and enroll by phone or at 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 foods. WIC has plenty of flexible options to fit your needs, so you have more time for what matters most.

Caring for a child is the most important job you will ever have. Let WIC help. 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. Get in touch today—WIC is waiting to support you with tools and resources to keep your little one going and growing!

**~ 300 words**

**You Can Count on WIC: Healthy Food and More for Kids Under Age Five**

Your child counts on you, and you can count on WIC! Children can participate in WIC’s health and nutrition services until their fifth birthday. If you have a toddler or preschooler at home, let WIC take worries about healthy eating off your plate!

WIC provides healthy food, nutrition education, referrals to healthcare and other services, and more during and after pregnancy and for kids younger than five. WIC foods provide the nutrients kids need at every stage of development so they can grow healthy and strong. When you have questions about how to handle picky eating or whether your preschooler is eating enough, WIC nutritionists are here to help. You can also learn about meal planning, family-friendly recipes, and shopping for WIC foods.

Toddlers and preschoolers who participate in WIC eat more fruits and vegetables and do better in school! They also have better access to healthcare, higher immunization rates, better growth and development, and lower rates of anemia.

Shopping with WIC is fast and easy. 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, milk, eggs, and other WIC foods.

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.

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**

**WIC Is for Little Kids, Too! Health and Nutrition Support for Kids Under Five**

WIC helps young children get the healthy food they need, even after their first birthday. If you have a toddler or preschooler at home, they can receive health and nutrition support from WIC until they turn five. WIC foods provide important nutrients to meet your child’s specific needs, and WIC nutritionists can help you learn about healthy eating at different stages of development.

WIC has flexible options to work around your busy schedule. You can participate from the comfort of your couch with 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 foods.

WIC is here to help your child grow healthy and strong! Visit [WICHelpNY.org](https://hungersolutionsny.org/find-food-help/wic/) and chat with Wanda, WIC’s virtual assistant, to learn more. In less than three minutes, Wanda can tell you if you may be eligible and connect you with a WIC office. Get in touch today—WIC is waiting to support you with tools and resources to keep your little one going and growing!

***Sample content to use in communications targeted to referral partners or service providers:***

**~450 words**

**Families** **Can Count on WIC: Healthy Food and More for Kids Under Age Five**

Good nutrition in 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. Many families may not realize their children can participate in WIC after their first birthday and until they turn five years old.

WIC helps families lay the foundation for a healthy life. WIC has powerful impacts on nutrition, providing a selection of foods tailored to meet a child’s specific needs. Toddlers and preschoolers who participate in WIC have more nutritious diets and eat more fruits and vegetables compared to similar kids who are not enrolled in WIC. Parents and caregivers learn about healthy eating at different stages of a child’s development, shopping for WIC foods, reading food labels, family-friendly recipes, meal planning, and more.

Kids who participate in WIC have better access to healthcare, higher immunization rates, better growth and development, and lower rates of anemia. Participation in WIC is associated with improved school readiness, intellectual development, and better academic performance. The benefits of WIC last beyond early childhood, setting the stage for a healthy and successful life.

In recent years, NYS WIC has made it easier for busy families to access and participate in the program. NYS WIC prioritizes participant choice, enabling families to enroll and participate by phone from home or in person at a WIC office. These flexibilities reduce 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, 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 phone appointments and eWIC that provide easy and convenient access to WIC benefits.

Organizations that work with families with young children can help spread the word about WIC eligibility and the exciting new features that make participating easier than ever. 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/).