

Ohio Women, Infants, and Children (WIC) Program

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What is WIC?

- Official name: Special Supplemental Nutrition Program for Women, Infants, and Children.
- WIC is a preventative nutrition program.
- WIC provides:
 - Nutrition education and counseling.
 - Breastfeeding education and support.
 - Supplemental, nutritious foods.
 - Referral services.

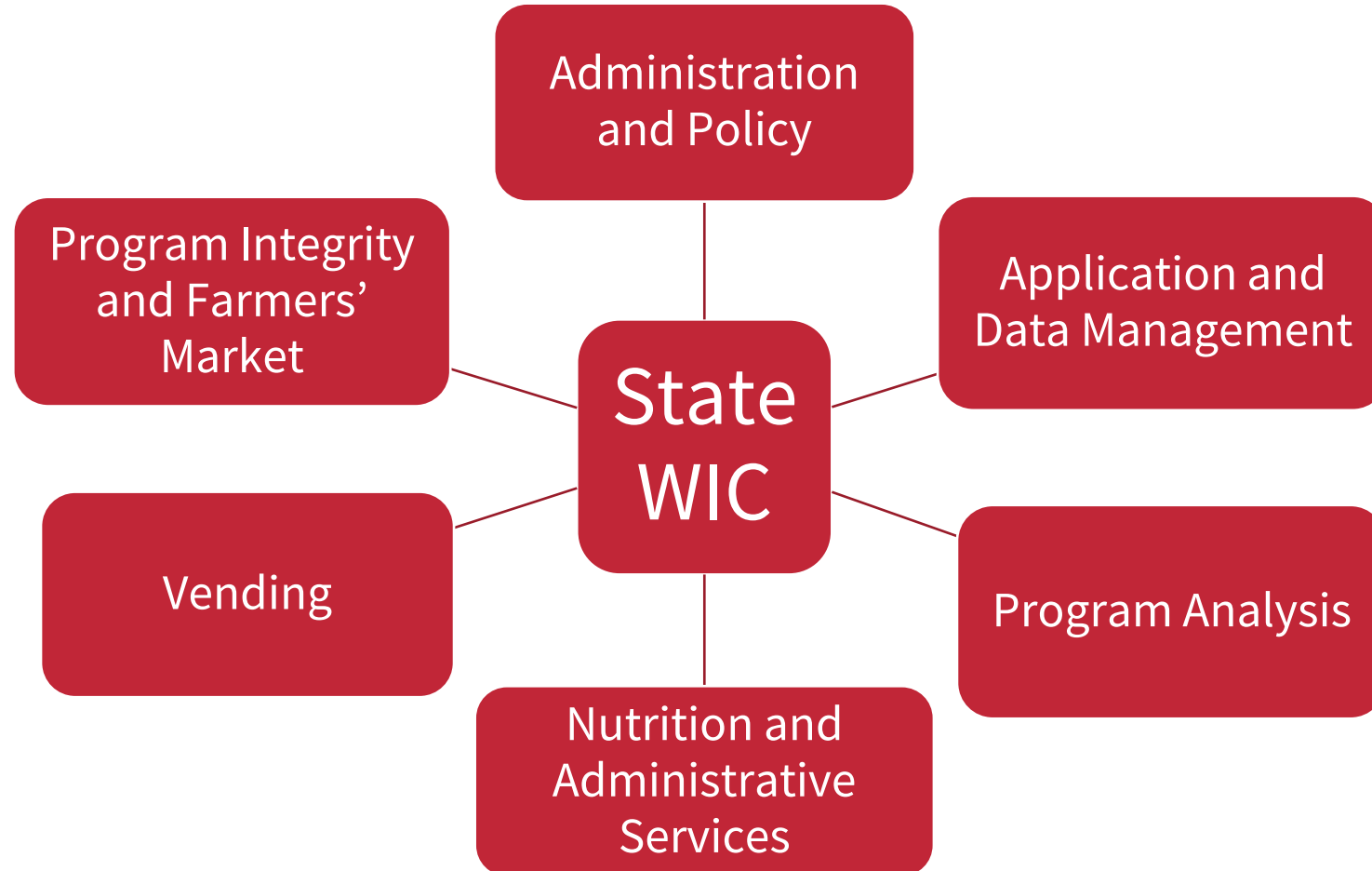
Who Does WIC Serve?

- Women.
 - Who are pregnant.
 - Who are postpartum up to 6 months after birth.
 - Who are breastfeeding an infant up to 12 months of age.
 - Who have an infant under 6 months of age.
- Infants.
 - From birth to 12 months of age.
- Children.
 - From 1 to 5 years of age.

WIC

- There are 75 local WIC projects in Ohio with clinics in all 88 counties.
- Federal Fiscal Year 2024 average monthly participation in Ohio:
 - 178,839 total participants.
 - 41,477 women.
 - 43,515 infants.
 - 93,847 children.
- February 2025 average monthly participation in Ohio:
 - 177,399 total participants.
 - 40,829 women.
 - 42,960 infants.
 - 93,610 children.
- Funding is based on caseload.

State WIC Program Overview



Local WIC Program Overview



Eligibility

1. Identification.
 - Provide personal identifying info to the local WIC clinic.
2. Categorical.
 - Pregnant, postpartum, or breastfeeding women; infant; child (up to age 5).
3. Residential.
 - Lives in the state of Ohio.
4. Medical/Nutritional Risk.
 - Determined by local WIC health professional.

*Eligibility is based on WIC Program Federal Requirements.

Eligibility (Continued)

5. Physical Presence.

- Applicant/participant must be present at the local WIC clinic for the appointment.

6. Income.

- 185% of the Federal Poverty Guidelines.
 - Ex. A family of four grossing up to \$57,720 annually is income-eligible.
- Adjunctive eligibility (Medicaid, SNAP, TANF).

Kinship Care

- Adjunctive Eligibility.
 - Child receiving SNAP, Medicaid, and/or TANF is automatically eligible for WIC.
- If not enrolled in SNAP, Medicaid, and/or TANF, income is determined based on the household size where the child is living.
- Contact the local WIC clinic for guidance on who can bring the child and the required paperwork.

WIC Outcomes

Adequate
Prenatal Care

Healthier Birth
Outcomes

Increased
Immunization
Rates

Enriched
Health Care

Better Dental
Health

Decreased
Infant Mortality
Rates

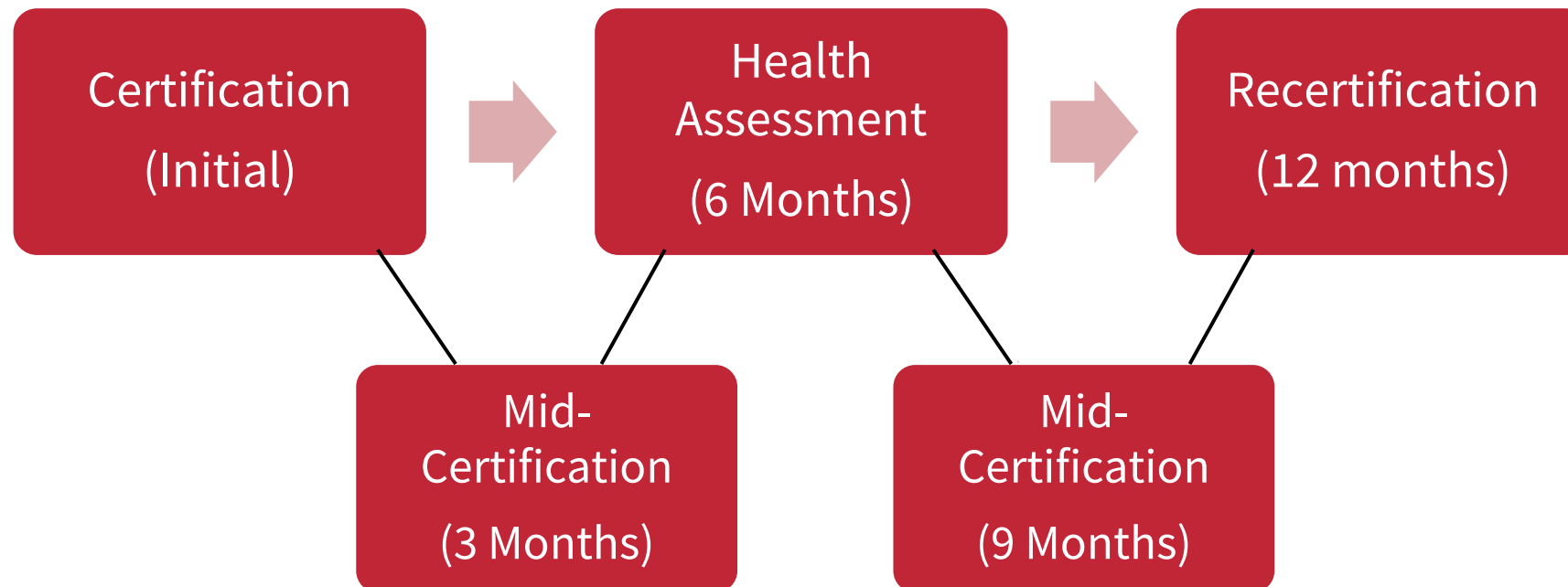
Increased Rate
of
Breastfeeding

Reduced
Smoking

Better Food
Choices

Lower Risk of
Child
Abuse/Neglect

Overview of WIC Appointment



*Does not apply to pregnant women or non-breastfeeding postpartum women.

WIC Food Benefits

- Milk.
- Yogurt.
- Cheese.
- Eggs.
- Breakfast cereals.
- Juice.
- Canned fish.
- Fruits and vegetables.
- Peanut butter.
- Canned and dry beans.
- Whole grains.
- Infant cereal.
- Infant formula.
- Commercially prepared infant fruits/vegetables and meats.

WIC Food Benefits

Cash Value Benefits for fruits & vegetables.

- Fresh, frozen, or canned fruits and vegetables.
- Dollar amount varies for participant category.
- Total amount dependent of federal budget.

Current values:

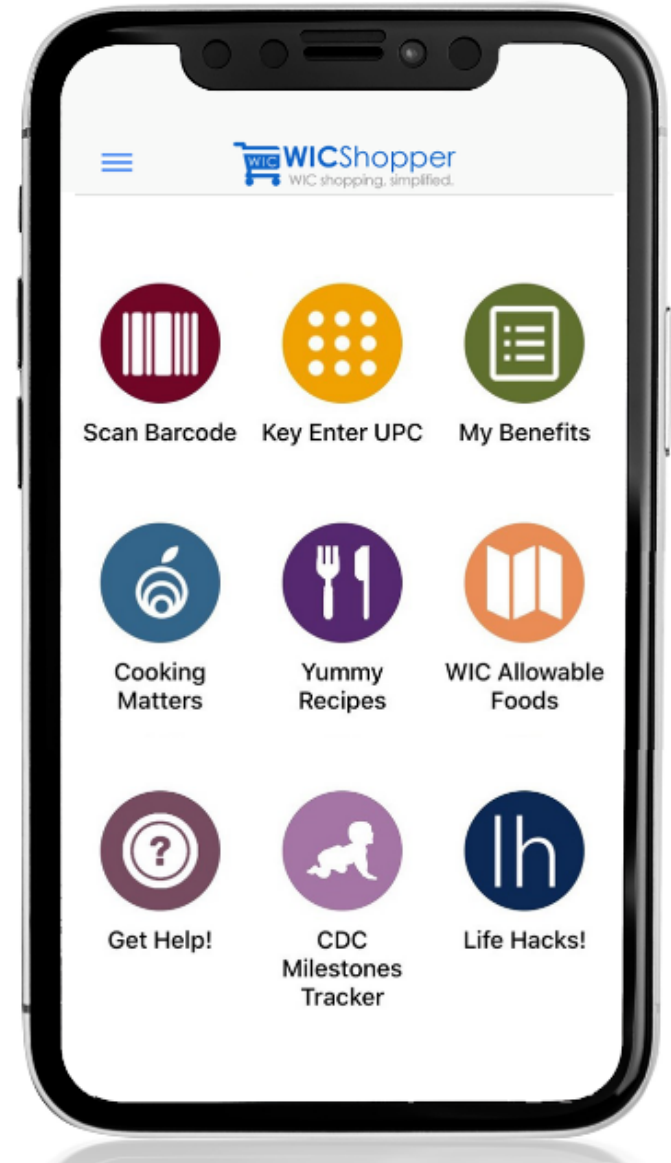
- \$26/month for children.
- \$47/month for postpartum, and minimally breastfeeding women.
- \$52/ month for pregnant and exclusively breastfeeding women.
- \$78/ month for women exclusively breastfeeding multiples.

Redemption of Benefits

- Benefits issued to the WIC Nutrition Card (WNC).
- Specific to participant's nutritional needs.
- WNCs can be used at more than 1,100 authorized vendor locations.
- Can only purchase items/quantities that have been issued to WNC.
- Items contained in a state-approved UPC database.

WIC Shopper App

- Free downloadable app designed to make WIC shopping easier.



Breastfeeding Education and Support

- Integrated into the education of all pregnant and postpartum WIC participants.
- Support is provided by local staff:
 - International Board-Certified Lactation Consultant (IBCLC).
 - Certified Lactation Counselor (CLC) or similar.
 - Breastfeeding Peers.

Breast Pumps



APPALACHIAN BREASTFEEDING NETWORK

FREE 24-7 LACTATION HOTLINE

888-588-3423

1

NO HOLD TIME- IMMEDIATE ASSISTANCE

Texting available after initial call to hotline
Provider and coalitions welcomed to call

2

TRANSLATION AVAILABLE

Translation available in multiple languages
American Sign Language (Video Capability)
Spanish and other language resources given

3

ANSWERED BY LACTATION PROFESSIONALS

Answered by the following every time:
CLS+CLS
IBCLC ON CALL + *Mental Health Specialist on call

4

RESOURCES AND REFERRALS

Local lactation referrals and resources are given every call
Check-ins by our IBCLC after every call



FUNDED BY THE OHIO DEPARTMENT OF HEALTH

24/7 Breastfeeding Hotline

- Call 888-588-3423.
- Text “BFHOTLINE” to 839863.
- Interpretation in over 300 languages and ASL.



Farmers' Market Nutrition Program

Goals:

- To provide nutritious, unprepared, locally grown fresh fruits, vegetables, and herbs from farmers' markets and roadside stands to income-eligible, nutritionally at-risk women and children who are participating in the WIC Program.
- To expand the awareness, use of, and sales at farmers' markets.
- To develop and or aid in the development of new and additional farmers' markets and roadside stands.

Farmers' Market Nutrition Program

Funding:

- USDA.
 - 100% Food.
 - 70% Administrative.
- State.
 - 30% Administrative.
 - Ohio Department of Aging Senior Farmers' Market Nutrition Program.
 - WIC Vendor Recovery Funds.

Farmers' Market Nutrition Program

- \$30 per participant (six \$5 coupons).
 - Redeemable at participating farmers' markets and roadside stands.
- Coupons redeemable from June 1 – Oct. 31.
- Seventy counties participating.
- For FFY24, 108,049 FMNP coupons were redeemed resulting in over \$540,000 of fruits and vegetables to Ohio families and income to Ohio farmers.
- Local WIC projects are the key to the program's success!

Farmers' Market Nutrition Program

Farmer and Market Master Contracting:

- ODH contracts with Market Masters and individual farmers for up to three years at a time.
- Local WIC staff provide training and information to farmers and Market Masters.
- Days and hours of markets are shared with local WIC staff and available to participants in the WIC Shopper app.

Farmers' Market Nutrition Program

- Farmers accept coupons from the WIC participants for fresh fruits, vegetables, and herbs.
- Market Masters collects redeemed WIC coupons from farmers and submit for payment for state WIC and are responsible for reimbursing farmers.
- Farmers contracted individually submit coupons for payment for state WIC.

Applying for WIC

- Online referral form:
 - <https://www.helpmegrow.org/Refer.aspx>
- Eligibility screening tool:
 - <https://wic.fns.usda.gov/wps/pages/preScreenTool.xhtml>

Finding a Local WIC Office

- Call 1-844-601-6881.
- Text wic + your ZIP code to 1-844-601-6881 (example: wic43215).
- Visit www.signupwic.com/local
- Call 1-800-755-GROW (4769).

WIC Resources

- Ohio WIC Program.
 - <https://odh.ohio.gov/wic>
- WIC Works Resource System.
 - <https://wicworks.fns.usda.gov/>
- National WIC Association.
 - <https://www.nwica.org/>

Contact Info

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QUESTIONS?

ODH.OHIO.GOV



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Health**



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