



WIC.Mo.Gov



MISSOURI DEPARTMENT OF
**HEALTH &
SENIOR SERVICES**

Health.Mo.Gov

This institution is an equal opportunity provider.



Missouri WIC program

Special Supplemental Nutrition Program for Women, Infants and Children

Anne Strobe
Administrative Coordinator



- 100% federally funded by USDA, Food and Nutrition Service (FNS).
- Administered by Missouri Department of Health and Senior Services since 1974.



Our services



Nutrition education.

Picky eaters, iron deficiency, cooking with whole grains...



Healthy, supplemental foods.

Milk, fruits, vegetables, beans, eggs...



Health care referrals.

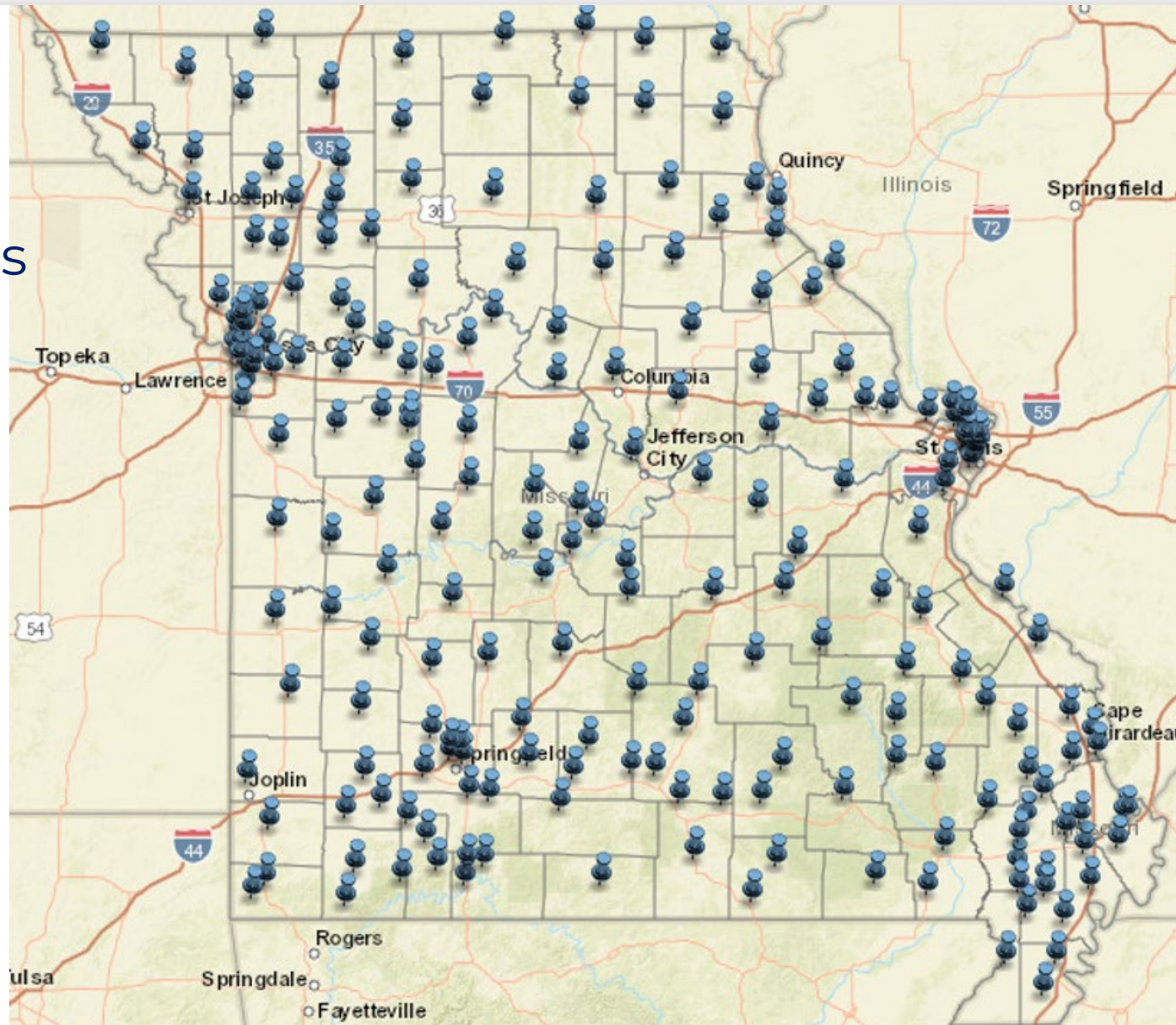
Low iron, developmental delays, high blood sugar, immunizations...



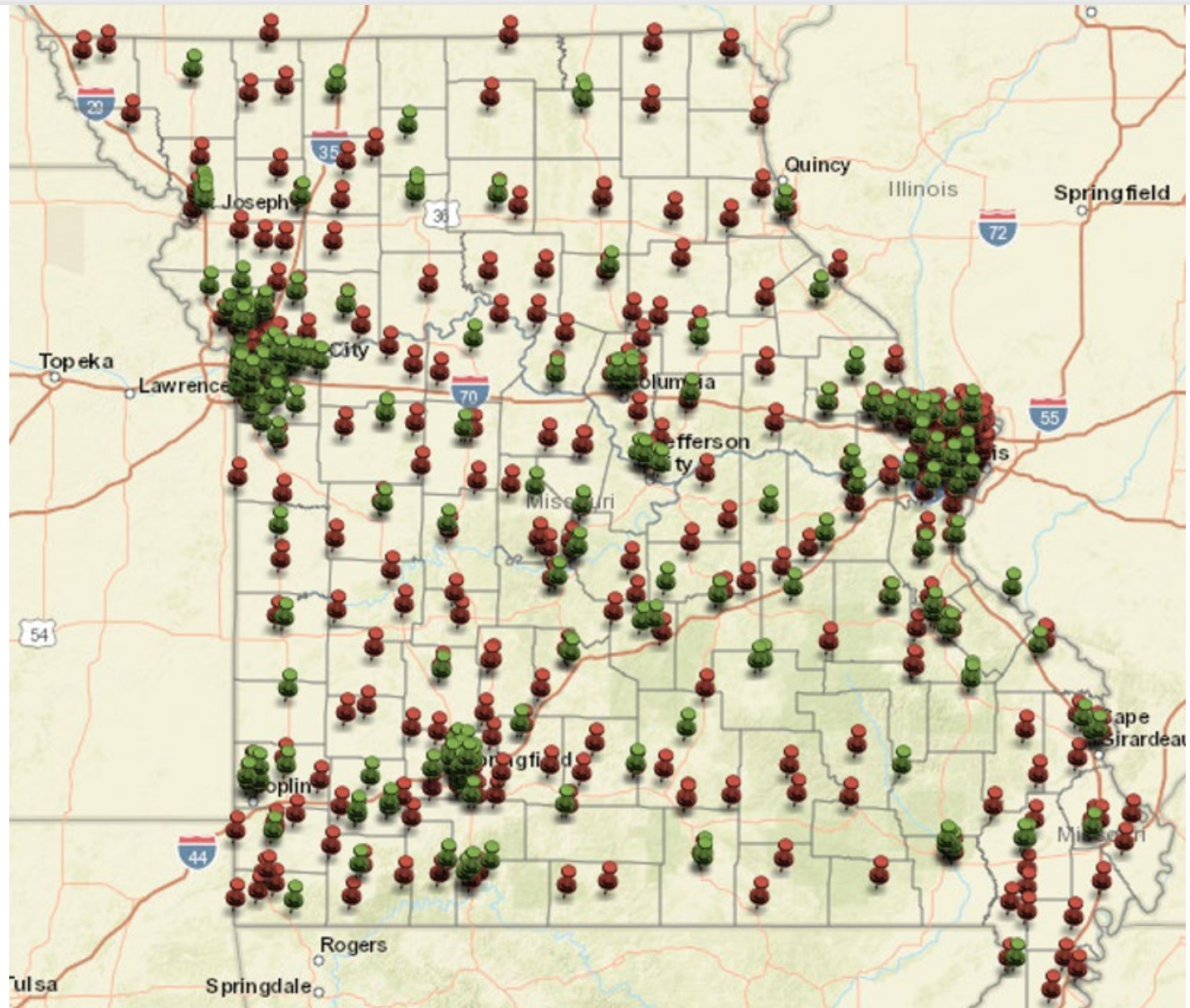
Breastfeeding education and support.

Peer counseling, breast pumps, lactation consultant...

250 WIC clinics



597 retailers



Enrollment

Who can apply for benefits for the eligible individuals in their care?




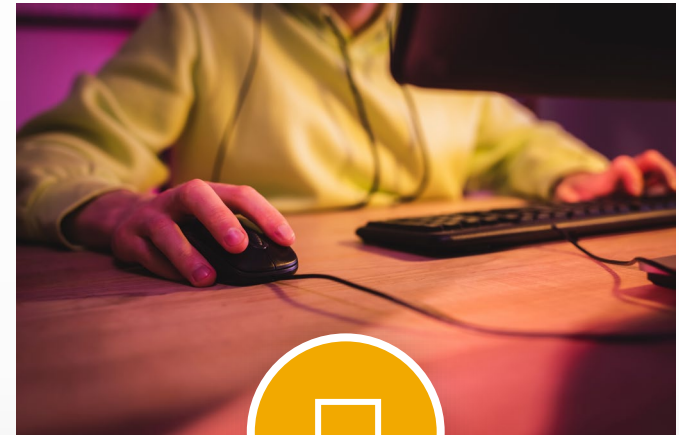
How to apply



**Call a WIC
local agency.**

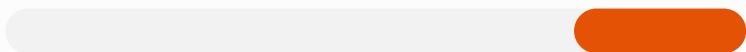


**Walk into a
WIC local
agency.**

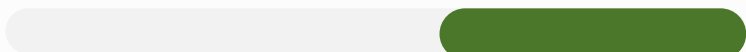


**Complete the
Online
Interest Form.**

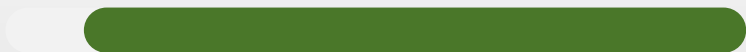
First trimester



Second trimester

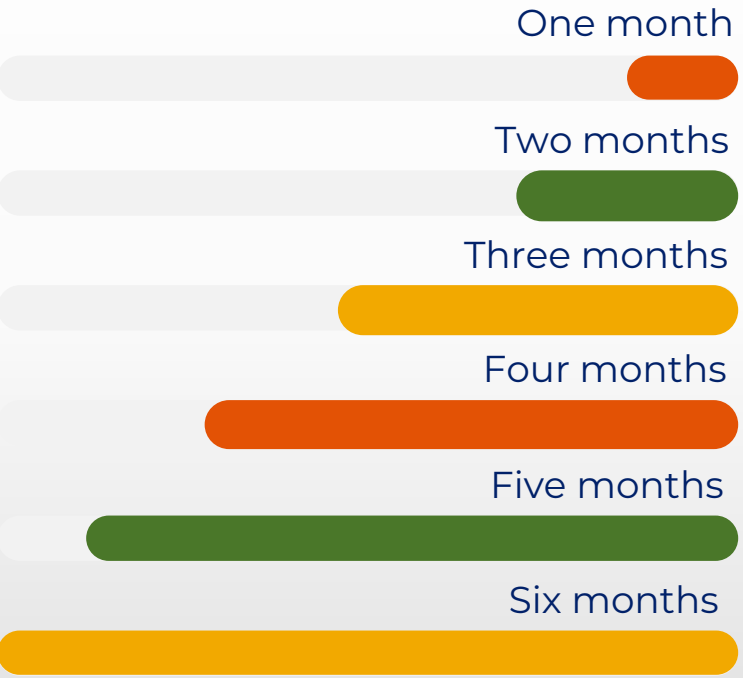


Third trimester



Pregnant women





Postpartum women





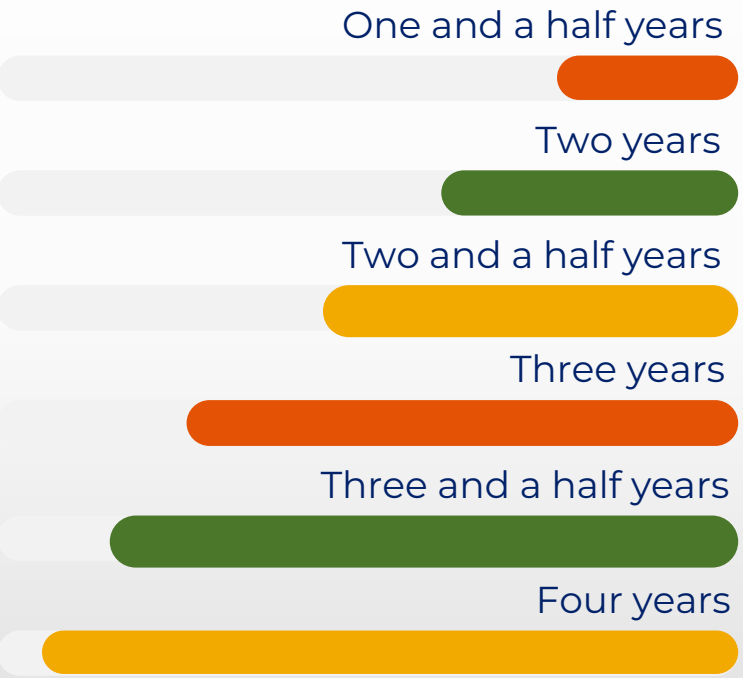
Breastfeeding women





Infants





Children



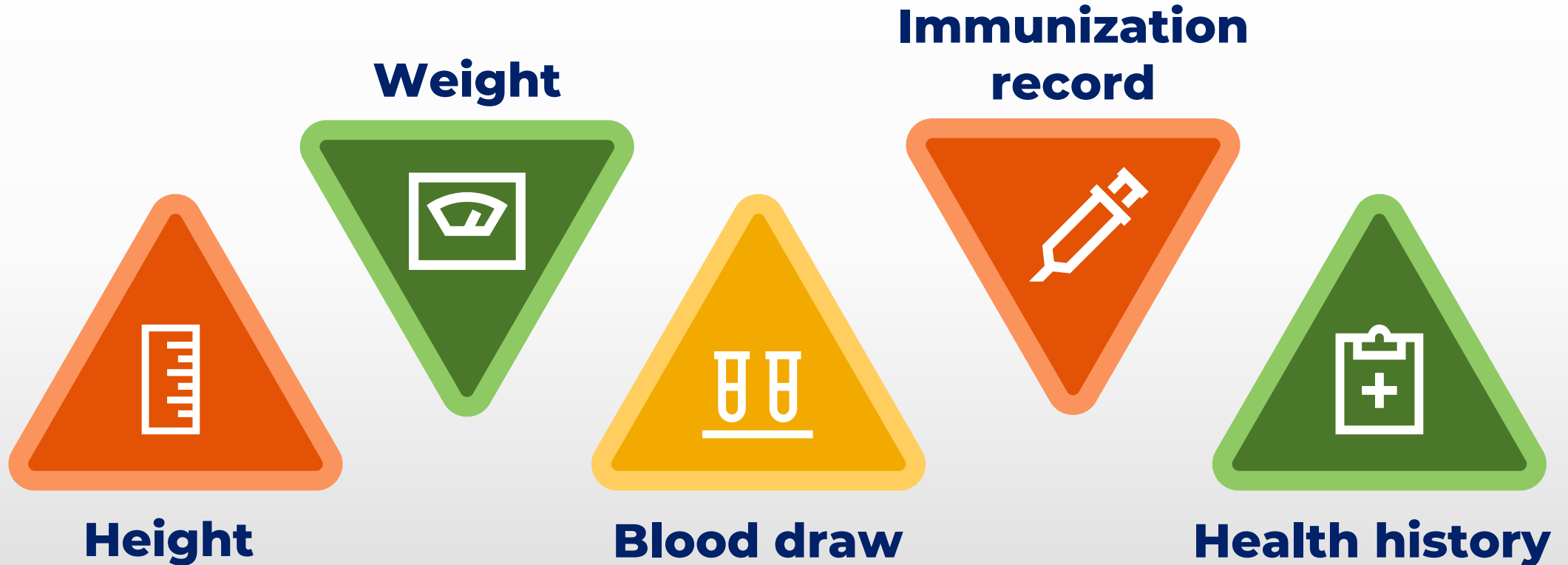
Family Size	Annual	Monthly	Weekly
1	\$27,861	\$2,322	\$536
2	\$37,814	\$3,152	\$728
3	\$47,767	\$3,981	\$919
4	\$57,720	\$4,810	\$1,110
5	\$67,673	\$5,640	\$1,302
6	\$77,626	\$6,469	\$1,493

Income at or below 185% of the federal poverty line.

Income (pre-tax) guidelines

Health and nutritional assessment

Determination of nutrition risk.





Approved Food List

Effective October 2022



- Milk; cheese; tofu; yogurt; eggs; peanut butter; beans; lentils; hot and cold cereal; whole grain bread, tortillas and pasta; brown rice, oats, 100% juice; fruit; vegetables; infant food and fish.
- Standard and special infant formulas.
- Supplemental food package not intended to supply the participant's full nutrition needs.

Breastfeeding support

WIC mothers who breastfeed:

- Receive information and counseling support.
- May receive breast pumps and breastfeeding accessories.
- Receive an enhanced food package up to their child's first birthday, if fully breastfeeding.



U.S. DEPARTMENT OF AGRICULTURE

WIC BREASTFEEDING SUPPORT

LEARN TOGETHER. GROW TOGETHER.

**Continual
improvements**



WICShopper app

Provides participants 24-hour access to benefit history, three months of purchase history and more.



WIC mobile units

Provides participants their WIC appointments closer to home.



WIC shopping assistant

Provides participants in-person help when learning to shop for WIC foods.

New WIC card

Start using May 1, 2025



Benefits redeemed throughout the entire month.

Card errors decreased at the register.

Benefits redeemed in real-time.

Privacy enhanced and stigma reduced.

New WIC card

2025 participant timeline

March

- Continue to use the current eWIC card when purchasing WIC food benefits at the store.
- Call the customer service line to set a new card PIN, once the new card is received.
- Keep both cards safe.

April

- Continue to use the current eWIC card when purchasing WIC food benefits at the store.
- Call the customer service line to set a new card PIN, once the new card is received.
- Keep both cards safe.

May

- Use the new WIC card to purchase WIC food benefits at the store.
- Call the customer service line to manage the PIN and get help with the new card.
- Discard the old eWIC card **after** a successful purchase with the new WIC card.

And beyond

- Keep the new WIC card safe because it is reusable.
- Call the customer service line to manage the PIN and get help with the new card.



QUESTIONS?



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