

# PENNSYLVANIA WIC PROGRAM

May 2021



# AGENDA

- What is WIC
- WIC Facts
- WIC Program in Pennsylvania
- WIC Benefits for Participants
- WIC Participant Eligibility
- WIC Shopping and Food Packages
  - eWIC
  - WIC Food Lists
  - Formula
  - Food Delivery System
  - WIC Shopper App
- Questions, Schedule an Appointment, How to Apply To WIC
- WIC Truths and Myths

# WHAT IS WIC?

- Formal Title: The Special Supplemental Nutrition Program for Women, Infants and Children
- The mission of the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) is to safeguard the health of low-income women, infants, and children up to age 5 who are at nutrition risk by providing nutritious foods to supplement diets, information on healthy eating, and referrals to health care.
- To carry out this mission, WIC provides nutritious foods, nutrition education (including breastfeeding promotion and support), and referrals to health and other social services to participants.

# WIC FACTS

- WIC is a Federal grant program for which Congress authorizes a specific amount of funding each year for program operations.
- Funding for WIC comes out of the domestic discretionary funds generated by federal taxpayer dollars
- The WIC program is administered at the Federal level by the United States Department of Agriculture (USDA), Food and Nutrition Service Branch (FNS).
- Unlike Medicaid, which is an entitlement program, providing benefits to all eligible people who apply, WIC must operate within the fixed amount of funding provided.



# WIC FACTS

- FNS provides funds through Federal grants to WIC State agencies to pay for WIC foods, nutrition education, breastfeeding promotion and support, and administrative costs.
- 90 WIC State agencies administer the program through local agencies and clinic sites including:
  - The 50 States and District of Columbia
  - 34 Indian Tribal Organizations
  - American Samoa
  - Guam
  - U.S. Virgin Islands
  - Puerto Rico
  - Commonwealth of the Northern Mariana Islands

# Video

## Saving the Children: The Story of WIC

<https://www.youtube.com/watch?v=Ot7FGXdTrY4>



WIC for a Healthier America  
Your Child Has You. And You Have WIC.



# PROGRAM OPERATIONS IN PA

- The WIC program is administered at the state level by the PA Department of Health - Bureau of WIC
- Approximately half of the staff have a bachelor's degree in nutrition
- PA currently provides WIC services to roughly 175,000 participants every month.
- PA has approximately 1,300 authorized retail store partners.

# WHO DOES WIC SERVE?

- Pregnant: 7.39%
- Fully Breastfeeding: 2.54%
- Partially Breastfeeding: 3.07%
- Postpartum (Non-BF): 9.71%
- Infants: 23.47%
- Children up to Age 5: 53.82%





# PARTICIPANT BENEFITS

- Nutrition Education and Counseling
- Breastfeeding Promotion and Support
- Specific Foods in Specific Quantities
- Referrals to Health Care and Other Social Service Programs



# PARTICIPANT ELIGIBILITY

- ***Categorical Eligibility.*** To participate in the WIC program, a person must be:
  - A pregnant woman (includes women up to 6 weeks postpartum),
  - A nonbreastfeeding woman up to 6 months postpartum,
  - A breastfeeding woman up to 1 year postpartum,
  - An infant under 1 year of age, or
  - A child up to his/her fifth birthday.
- ***Residential Eligibility.*** WIC applicants must reside within the State where they establish eligibility and receive benefits.

# PARTICIPANT ELIGIBILITY

- ***Income Eligibility.*** The household income of WIC applicants must meet specific guidelines. All WIC State agencies currently set the income cutoff at the maximum 185 percent of the Federal Poverty Income Guidelines. Applicants who participate or who have certain family members who participate in the SNAP, Medicaid, or TANF programs are adjunctively income eligible, that is, they are deemed to meet income eligibility automatically.
- ***Nutrition Risk.*** Applicants must be at nutrition risk, as determined through a nutrition assessment by a health professional at the WIC Clinic.

# WIC FOOD PACKAGES & SHOPPING

# WIC BENEFITS

- Food prescription
- Until 2020, paper vouchers or checks were used, now eWIC
- Healthy Hunger Free Kids Act of 2010

TO VERIFY AUTHENTICITY, SEE REVERSE SIDE FOR DESCRIPTION OF THE 13 SECURITY FEATURES


97-097 CLINIC NUMBER	14041663 PARTICIPANT ID NUMBER	Tweety Bird PARTICIPANT NAME	5 FI#	5042928618 CHECK #
PARTICIPANT MUST REDEEM BY LAST DAY TO USE	JAN 1 2010 FIRST DAY TO USE REDEEM FOR THESE ITEMS ONLY	JAN 30 2010 LAST DAY TO USE	12894707 FAMILY ID	60-142 313

\*\*\*\*\*

VALID FOR \$10 WIC ALLOWABLE  
FRUITS AND VEGETABLES ONLY

\*\*\*\*\*

Keep the calcium-Lose the fat  
Families use low fat milk, start at age 2


 LOW FAT SENSITIVE SHIELD  
USE WITH HEAT OR TOAST

**PAY EXACTLY**  
\$

**TO THE ORDER OF**  
Any Authorized WIC Vendor

SIGNATURE OF ENDORSER OR PROXY \_\_\_\_\_ DATE \_\_\_\_\_  
(SIGN IN INK AT STORE)  
FULTON BANK LANCASTER, PENNSYLVANIA 17604

STORE MUST DEPOSIT  
WITHIN 45 DAYS OF  
FIRST DAY TO USE



COMMONWEALTH OF PENNSYLVANIA  
DEPARTMENT OF AGRICULTURE  
2150 HERRN STREET, 1ST FLOOR  
HARRISBURG, PA 17103-9900

# WHAT IS eWIC?

- Electronic WIC
- Electronic Benefits Transfer (EBT) instead of paper checks



# BENEFITS OF eWIC

- Faster time in lane
  - System determines what items are authorized using UPCs
  - No WIC ID card required, customer PIN is used for verification
  - No need to separate transactions for multiple checks
  - No need to buy all food items in one trip; shop on-demand
  - One card replaces multiple checks
- Payment and reconciliation
  - Authorized vendors paid within 24/48 hours of a claim file
  - No more quarterly price adjustment payments
  - No more bank rejected checks, reissuances, bank fees, or trips to the bank

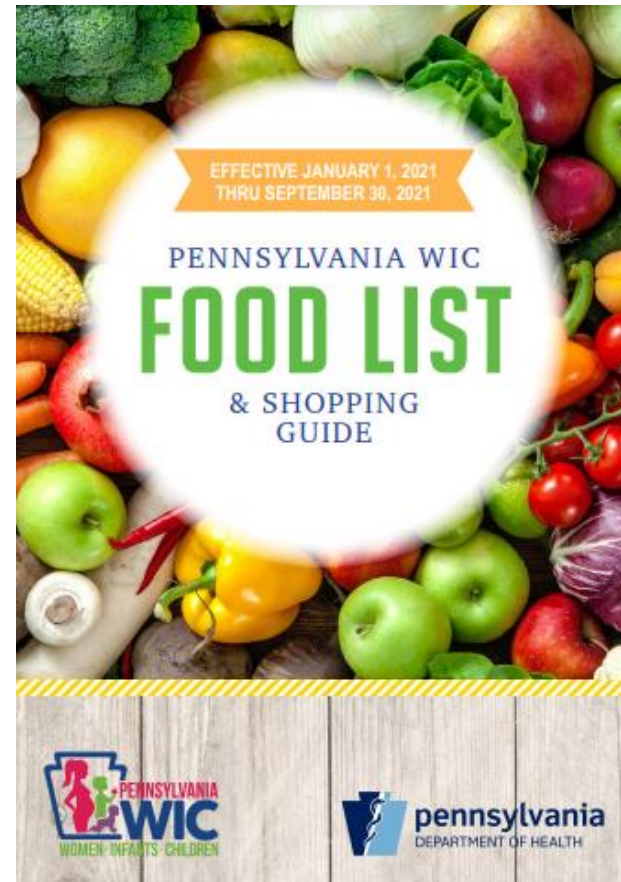
# FOOD PACKAGES IN WIC

- USDA regulations dictate what foods can be offered through WIC, and in what quantities
- National Academies of Science, Engineering and Medicine (NASEM) provides input every 10 years on the make up of the packages based on research
- WIC Food packages are designed to meet targeted nutrient needs of our population, while supporting educational messages related to MyPlate and the Dietary Guidelines



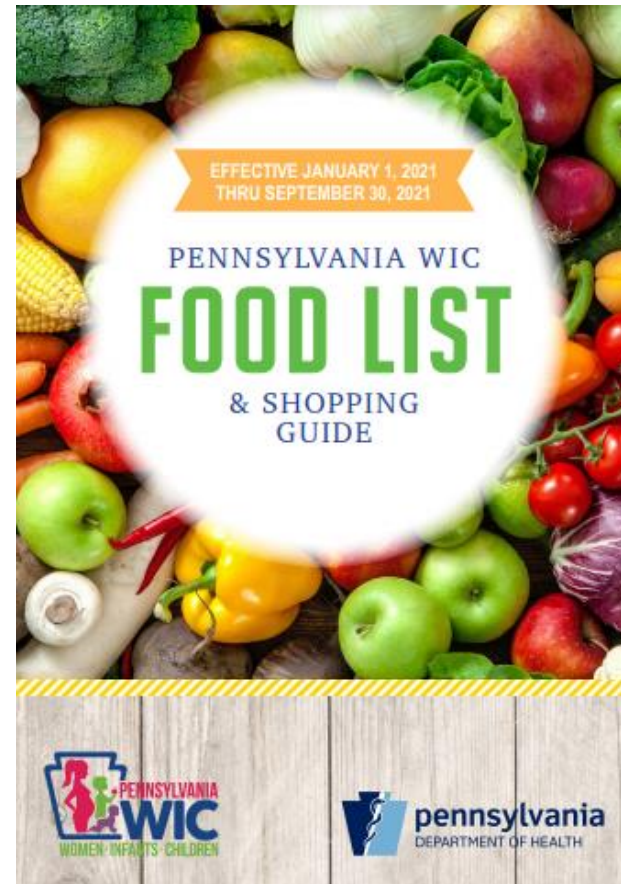
# FOOD LIST

- Foods provided
  - Milk
    - Cheese
    - Yogurt
    - Tofu
    - Soy Beverage
  - Juice
  - Fruits & Vegetables
  - Cereals
  - Whole Grains
    - Whole Wheat Breads
    - Brown Rice
    - Whole Wheat Pasta
    - Whole Wheat or Corn Tortillas
  - Legumes
    - Canned Beans
    - Dry Beans
    - Peanut Butter
  - Eggs



# FOOD LIST

- Canned Fish (fully breastfeeding women only)
- Formula
- Infant cereal
- Infant fruits & vegetables (fully breastfeeding infants receive more)
- Infant meats (fully breastfeeding infants only)



# FORMULA IN WIC

- **Infant Formula** - Federal Food, Drug, and Cosmetic Act (FD&C Act)  
[Section 201, 21 United States Code 321 (z)]
  - **Contracted brand** – Currently Abbott
    - Similac Advance, Similac Soy Isomil, Similac Sensitive, Similac Total Comfort, Similac for Spit Up
  - **Non-contracted brands** – Mead Johnson Enfamil and Gerber Good Start
- **Exempt Infant Formula** - FD&C Act Section 412, Section 350a(h)(1)
- **WIC eligible Nutritional** - (CFR 246.10(12) Table 4)

# FORMULA IN WIC

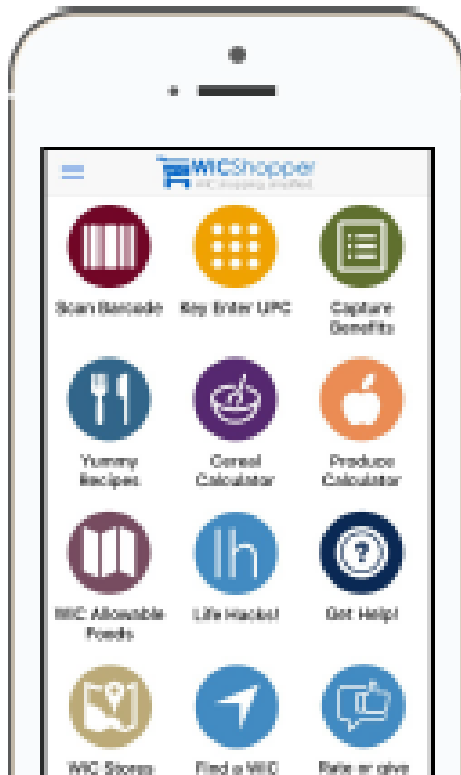
- Federal regulations mandate that each state have an infant formula rebate contract as a cost containment measure
- Nearly one-third of our caseload is supported by infant formula rebates
- Rebates are provided on infant formulas designed for healthy full-term infants
- PA WIC cannot provide a non-contract brand of infant formula under any circumstances
- Formula issuance for exempt infant formulas and WIC eligible nutritionals are not part of the infant formula rebate; i.e., WIC should provide the brand being requested by the physician

# FOOD DELIVERY SYSTEM

- PA WIC is a cost reimbursement program where authorized retail store partners are trained and agree to transact WIC food instruments in accordance with policies and regulations
- Typically, participants receive 3 months worth of food instruments at one time unless specific circumstances warrant them being seen in the clinic more frequently



# WIC SHOPPER APP



- Scan products to see if WIC allowed
- Find a local WIC clinic
- Find WIC authorized vendors – indicate if eWIC certified
- Keep photos of receipts
- Find recipes using WIC foods
- Submit products that might be allowable



# WIC MYTHS & TRUTHS

# WIC MYTH

WIC is only for women with newborns.



# WIC TRUTH



# WIC MYTH

WIC only provides formula.  
Oh, and some milk and cheese.

# WIC TRUTH

WIC provides much more than just formula. Benefits available to participants can include:

- Personalized nutrition counseling
- Breastfeeding counseling and support
- Breast pumps and other aids
- Free, healthy food
- Referrals to childcare and health insurance programs
- Immunization screenings
- Medical and dental care referrals
- Health and social service resources

# WIC TRUTH



# WIC MYTH

If I receive SNAP benefits, I can't  
get WIC too.

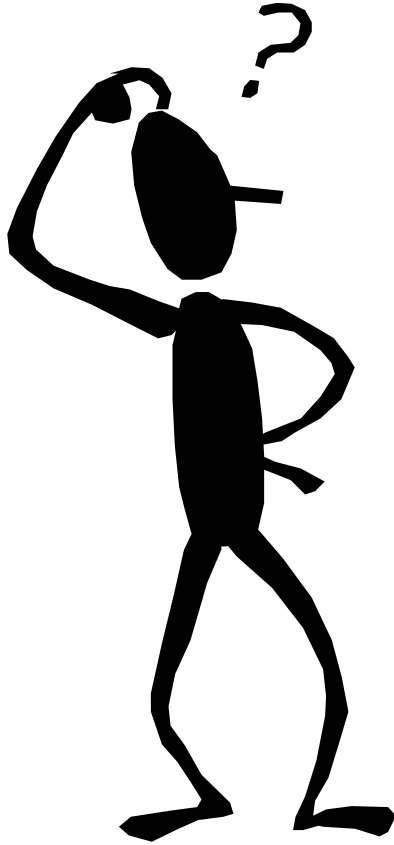
# WIC TRUTH

WIC and SNAP are separate programs. WIC is available to all families who qualify and families that receive SNAP are automatically income eligible for WIC.

# HOW TO APPLY FOR WIC

- For more information about WIC:
  - Call 1-800-WIC-WINS (1-800-942-9467)
  - Contact the local WIC clinic
  - <https://www.pawic.com/>
  - <https://www.pawic.com/OnlineApplication.aspx>

# QUESTIONS?



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