



# What is WIC?

- Nutrition education and breastfeeding program for families
- WIC provides:
  - Nutrition and breastfeeding information
  - Referrals to other helpful organizations
  - Healthy foods



# WIC History

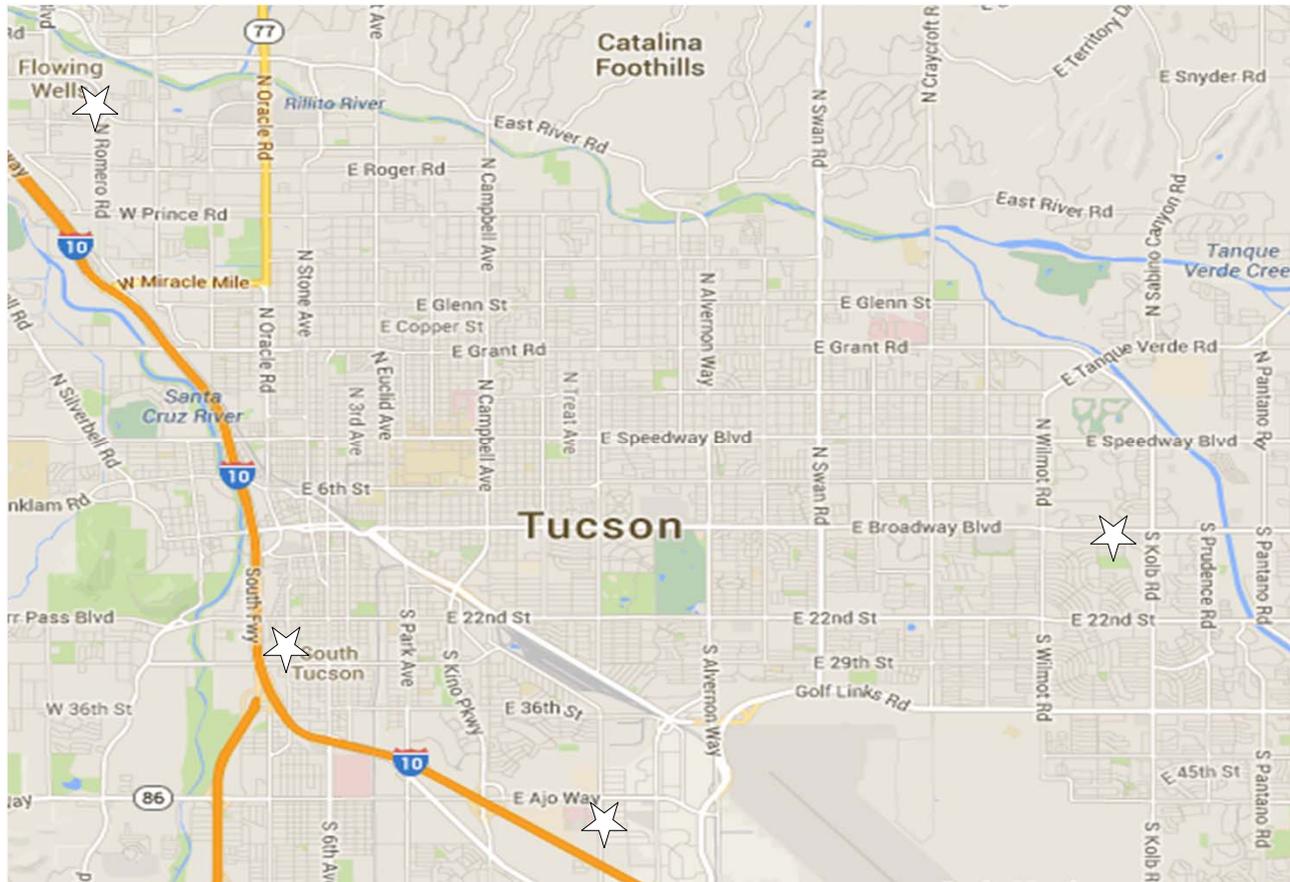
- Created as pilot program in 1972
  - A time of growing public concern about malnutrition among low income mothers and children
  - WIC is based on the premise that early intervention programs during critical times of growth and development can help prevent future medical and developmental problems



# WIC Office Sites in Tucson

- Abrams Center WIC & Food Plus
- Centro Del Sur WIC & Food Plus
- East WIC & Food Plus
- Flowing Wells WIC & Food Plus

# Tucson WIC Locations



- Flowing Wells (Wetmore Rd and Romero Rd)
- Centro Del Sur (26<sup>th</sup> St and 10<sup>th</sup> Ave)
- Abrams Center (Ajo Way and Country Club Rd)
- East (Broadway Blvd and Kolb Rd)

# What makes You Eligible for WIC?

- Income
  - $\leq 185\%$  of federal poverty
- Categorical
  - Woman, Infant, Child
- Must live in Arizona and ID
- Nutrition Risk
  - Based on nutrition and health assessment



# Who is WIC for?

- Infants
- Children under 5 years of age
- Pregnant women
- Breastfeeding women
  - Up to infants 1<sup>st</sup> birthday
- Postpartum women
  - Up to infants 6<sup>th</sup> months



# WIC Target Population

- WOMEN:

- Pregnant Moms



- Breastfeeding Moms



- Postpartum Moms



# WIC Target Population

- Infants: Birth to 1 year of age



# WIC Target Population

- CHILDREN: 1 to 5 years of age



# WIC's Main Function

- Nutrition and Breastfeeding Support and Information



# Benefits of WIC-Nutrition Education

- What WIC can offer:
  - Identify baby hunger cues
  - Getting your baby to use a cup
  - Preventing choking
  - Dealing with picky eaters
  - Preparing healthy snacks
  - Eating healthy while pregnant
  - Increasing active play
  - Successful breastfeeding experience



# Benefits of WIC-Referrals



Putting Healthy Food  
Within Reach



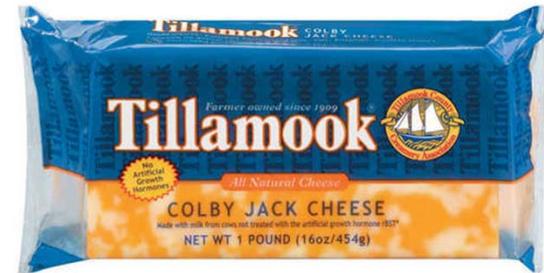
# Nutritious Foods

- Grains



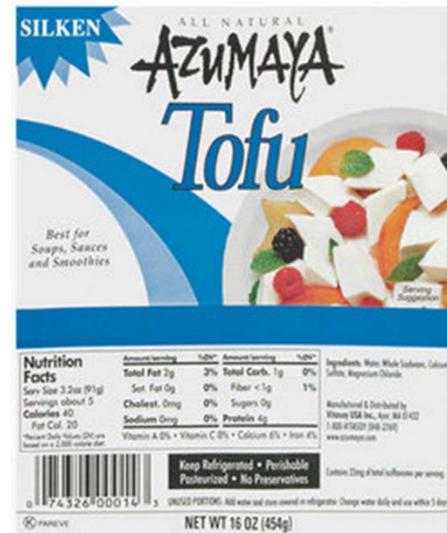
# Nutritious Foods

- Dairy



# Nutritious Foods

- Protein



# Nutritious Foods

- For Infants



# Nutritious Foods

- Fruits



# Nutritious Foods

- Juice



# Nutritious Foods

- Vegetables



# Health Assessment



# Breastfeeding Support

- Attain information while pregnant and support after your baby is born



# Benefits of WIC

The changes to the WIC food packages hold potential for improving the nutrition and health of the nation's low-income pregnant women, new mothers, infants and young children.

-Institute of Medicine, 2005

# Arizona Commodity Supplemental Food Program (CSFP)

- How to Qualify:
  - Must be 60 years or older.
  - Must meet income guidelines
  - Must be a resident of Arizona and live within the service area where the program exists



# CSFP Benefits

- Food Package once a month that provides protein, calcium, iron and vitamins A and C
- Food package consists of:
  - Cereals (Hot or Cold)
  - Peanut Butter or Dry Beans
  - Bottled Juice
  - Canned Meat - Beef, Chicken, Tuna or Salmon
  - Non-fat Dry Milk
  - 1% UHT Milk
  - Pasta or Rice
  - Cheese
  - Canned Fruits
  - Canned Vegetables



# CSFP Benefits

- Referrals as needed
- Opportunity to participate in Farmer's Market Programs
- Nutrition Education
  - Nutrition information provided to all CSFP participants
  - Stressing the relationship between proper nutrition and good health
  - Emphasis placed on the nutritional needs of the client
  - Working to achieve a positive change in food habits to result in improved nutritional status

# Arizona Farmer's Market Nutrition Program (FMNP)

- What is the FMNP?
  - Program to increase fruit and vegetable intake for women and children who participate in WIC and for seniors who participate in CSFP
  - Program objectives are
    - To improve the nutrition of women, children and seniors by increasing their intake of fruits and vegetables
    - To increase local growers' share of food dollars spent in Arizona
    - To keep food dollars in the local economy

# Arizona Farmer's Market Nutrition Program (FMNP)

- Participants are eligible to receive FMNP coupons
  - \$30 to purchase fresh, locally grown fruits and vegetables at farmers' markets each year





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