

## Who We Are and What We Do

### Our Goal

Our goal is to safeguard health, nutritional status and wellbeing of pregnant, breastfeeding and postpartum women, infants and children to age 5.

### Our Strategies

- Nutrition education and counseling
- Referral to community services and resources and other healthcare providers
- Provide breastfeeding promotion and support
- Provide supplemental nutrient dense foods needed during critical times of growth and development



### Nutrition Services

#### Nutrition Education

WIC nutrition education emphasizes the relationship between nutrition, physical activity, and health with special emphasis on the nutritional needs of pregnant, postpartum, and breastfeeding women, infants and children under five years of age. WIC nutrition education leads to improved nutritional status, prevents nutrition-related chronic disease, and raises awareness about the dangers of using drugs and other harmful substances during pregnancy and while breastfeeding.

#### Breastfeeding

WIC offers guidance from knowledgeable staff, including breastfeeding peer counselors, Certified Lactation Counselors, and International Board Certified Lactation Consultants, support groups; educational materials; access to breast pumps; and "How To Breastfeed" classes.

#### Farmers' Market Nutrition Program

This seasonal program provides fresh, nutritious fruits and vegetables from farmers' markets throughout the state for women

and children who are nutritionally at risk. Participants can receive a total of \$25 per season that can be used at authorized farmers' markets.

#### Technology

WIC is working toward a joint MIS/EBT implementation to be completed statewide in 2020. This includes the replacement of the current WIC clinic system and a change in benefit issuance from paper checks to electronic benefit transfer (EBT).

#### Vendor Management

There are currently more than 650 WIC-authorized vendors in South Carolina. All vendors participating in the S.C. WIC program are SNAP-authorized, with the exception of pharmacies. Vendor applications are accepted and processed throughout the year.

#### Outreach

WIC outreach initiatives include outreach to Latinos through PASOs, collaboration with Head Start, participation in the National WIC Association campaign, and the offering of more than 100 different brochures and flyers through DHEC's Educational Materials Library.

## WIC – Good Food and a Whole Lot More!

| Nutrition Education  | Healthy Food  | Health Services   |
|--|---|---|
| WIC provides personalized nutrition education and support to help families make healthy lifestyle decisions. | WIC provides monthly benefits electronically on an eWIC card for participants to buy healthy foods. | WIC helps with referrals to other health and social services that can benefit the whole family. |

## Program Highlights

### WIC Services on Wheels

The four WIC mobile clinics, known as WIC Services on Wheels (WIC SoW) were implemented into the four Regions in October of 2017. Between implementation and September 2018, WIC SoW has served 365 participants across South Carolina, meeting participants where they are in their communities, primarily at Head Start locations. Since the launch of the mobile clinics, WIC SoW staff have expanded their reach to Farmers' Markets, town halls and have taken advantage of existing partnerships, such as PASOs, an organization focused on connecting Latino families to services in their communities. WIC SoW has helped connect our valuable participants to needed services provided by WIC.

### Transition to MIS/EBT eWIC

The South Carolina WIC team will offer a paperless option for its WIC participants to redeem their monthly benefits in 2019. Team WIC is in the process of migrating from the dated paper-based method of WIC benefit issuance to an electronic benefit transfer system (eWIC). The eWIC card will eliminate the need for paper WIC checks and allow WIC food benefits to be placed into an electronic benefit account at local WIC clinics. This modernized approach to providing benefits to WIC participants will allow families to use their eWIC card and personal identification number (PIN) to access their food benefits at the grocery store. The card will function as a debit card, making shopping with WIC benefits easier and more discreet. Additionally, WIC purchases will no longer have to be made in a separate transaction from other items families are picking up during a single shopping trip.

### WIC Farmer's Market

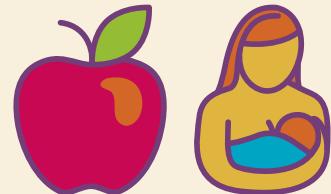
The WIC farmers' market nutrition program (FMNP) was established to provide fresh, unprepared, locally grown fruits and vegetables to WIC participants, and to expand the awareness, use of, and sales at farmers' markets. During the 2017-18 season, 35 public health departments and two primary care centers participated in the WIC farmers' market nutrition program and 15,153 participants received benefits. WIC partnered with 231 farmers, 96 farmers' markets and 47 farmer stands.

### Preventive Fraud Campaign

Efforts have been made to increase participants' awareness of WIC fraud and its consequences, with the intent to stop program fraud before it ever begins.



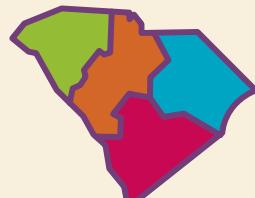
### Did You Know?



WIC provided nutritious foods, nutrition education, referrals, and breastfeeding support to 92,153 women, infants and children during Federal FY '16.



43.2% of mothers with a live birth in 2016 reported receiving WIC foods during pregnancy.



WIC services are provided in all four DHEC Regions and within two Primary Care Centers at 76 sites in South Carolina.

### For More Information, Contact:

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