

Healthy Palmetto has chosen to expand awareness of the Women, Infants, and Children (WIC) program as one of six priority areas on which to focus our statewide efforts. As the state coalition that collectively addresses healthy eating and active living, Healthy Palmetto is working to unify and mobilize efforts to create equitable opportunities for all South Carolinians to achieve better health.

## OUR PRIORITY

We are working to expand awareness of the benefits and services of WIC to increase enrollment of eligible participants.

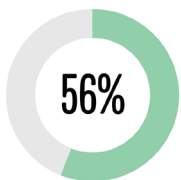
## WHY WIC?

WIC has a proven track record of safeguarding the health of low-income women, infants, and children under age 5 who are at nutritional risk by providing nutritious foods to supplement diets; information on healthy eating, including breastfeeding promotion and support; and referrals to health care.



### Over 84,000

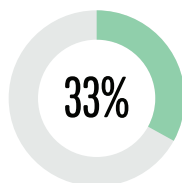
South Carolinians receive WIC assistance each month, *yet...*



of eligible individuals in the state are not enrolled in the program.

## PROVEN SUCCESS\*

Prenatal WIC participation reduces the risk of infant mortality by **33%**.



Between 2010-2018, WIC breastfeeding initiation rates in SC increased by **13%**.



## WOMEN, INFANTS & CHILDREN

WIC is a federally funded program administered by the U.S. Department of Agriculture that has been in existence for 48 years. In South Carolina, WIC is managed by the SC Department of Health and Environmental Control.

WIC participants utilize an eWIC card to purchase healthy foods, such as grains, protein, fruits and vegetables. The eWIC card works in conjunction with a mobile app that lets them scan a UPC code while shopping to see if the item is approved. They can also use their eWIC cards for self-checkout at Walmart and Kroger.

In addition, WIC is developing technologies to better assist participants. TeleWIC is a mobile-friendly, telehealth service that will provide WIC participants with enhanced access to nutrition care, breastfeeding education, and support. WIC is also creating an online portal to allow participants to enter information and upload documents during the application process. And WIC has implemented the WIC Developmental Monitoring Project utilizing milestones set forth by the Centers for Disease Control and Prevention.



\*National WIC Association and SC Department of Health and Environmental Control



# HOW CAN YOU HELP?



## LEARN MORE & REFER.

Contact your local WIC program manager to see how you can refer people who are income-eligible to WIC, collaborate with program staff, or learn more about the program.

- Lowcountry: Kristin Pillion, 843.953.0071
- Midlands: Betty Washington, 803.785.6622
- Pee Dee: Sadhana Tolani, 843.915.8872
- Upstate: Jessica McDowell, 864.596.2227 ext. 243



## SHOP LOCAL.

When you shop at your local farmers' market, you're supporting WIC. Many farmers' markets and stands participate in the WIC Farmers' Market Nutrition Program (FMNP) to provide fresh, locally grown fruits and vegetables to women, infants, and children who are at nutritional risk. WIC enrollees can receive a total of \$25 per season that can be used at participating farmers' markets. In 2021, six public health departments and two primary care centers participated in the FMNP, and 4,063 women, infants, and children received benefits. WIC partnered with 117 farmers, 77 farmers' markets, and 26 farmer stands.



## ENCOURAGE BREASTFEEDING.

WIC provides breastfeeding information, support, and assistance and offers a positive clinic environment that supports breastfeeding. Breastfeeding can help protect babies against illness and disease and lower their risk of asthma, obesity, type 1 diabetes, and sudden infant death syndrome. Breastfed babies are also less likely to have stomach bugs and ear infections.



### Did you know?

*In 2019, WIC provided nutritious foods, nutrition education, referrals and breastfeeding support to 84,596 women, infants, and children in South Carolina.*

*51% of infants born in South Carolina participate in WIC.*

*WIC services are provided in all four regions of the state through 76 primary care centers throughout South Carolina.*

## CONTACT US

[WWW.SCDHEC.GOV/HEALTH/WOMEN-INFANTS-CHILDREN-WIC-NUTRITION-PROGRAM](http://WWW.SCDHEC.GOV/HEALTH/WOMEN-INFANTS-CHILDREN-WIC-NUTRITION-PROGRAM)

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 <https://youtu.be/JyTXAWPCZKI>