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FLORIDA'S WIC PROGRAM PROVIDES NUTRITION SERVICES FOR WOMEN, INFANTS AND CHILDREN



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Tallahassee, Fla.—The Florida Department of Health recognizes and celebrates the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) for strengthening families for more than 40 years. Since 1974, WIC has provided essential and valuable services that are beneficial to families and support for women who breastfeed their infants. Florida WIC currently serves approximately 480,000 Floridians every month.

“It is important for all mothers and babies to have access to nutritious foods and the support they need to build healthy habits,” said State Surgeon General and Secretary of Health Dr. John Armstrong. “WIC has an outstanding history of service and a successful track record of meeting the nutrition needs of Florida’s women and their children for over 40 years.”

WIC stresses early participation in the program, and the results of this effort continue to show positive influences on development and birth outcomes. WIC participation is associated with a reduced probability of low-birth weight and with increased probability of breastfeeding initiation. The percentage of Florida WIC infants ever breastfed has steadily increased from 77.2 percent in June 2014 to 78.7 percent in June 2015.

Florida WIC provides services to pregnant women, new mothers, infants and children up to their fifth birthday based on nutritional risk and income eligibility. Potentially eligible participants do not have to be on a public assistance program to qualify for WIC services; in fact many working families participate in the WIC program. The primary services provided are nutrition screening, risk assessment, nutrition education and counseling, breastfeeding support, and referrals to health care and other social services. WIC nutritionists work directly with mothers to educate them about what is best for their baby, their families’ nutrition needs and encourage them to build healthy habits.

Florida WIC is administered through the Florida Department of Health and is available in all 67 counties. To learn more about the WIC Program or to see if you are eligible call toll-free at 1-800-342-3556. To find the local WIC office in your area go to www.FloridaWIC.org.

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