

Mission:

To protect, promote & improve the health of all people in Florida through integrated state, county & community efforts.



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Governor

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State Surgeon General

Vision: To be the **Healthiest State** in the Nation

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

Tallahassee, Fla. –The Florida Department of Health (DOH) recognizes and celebrates the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) for 49 years of service strengthening families. Since 1974, WIC has continued to provide valuable services that benefit families and support breastfeeding mothers. Florida WIC currently serves approximately 422,000 Floridians every month.

The percentage of Florida WIC infants ever breastfed has steadily increased and was reported at 86.2 percent in June 2023. The steady increase is the result of this program's emphasis on early participation, generating a positive influence on development and birth outcomes and reducing the risk of low-birth weight. WIC participation is associated with increased breastfeeding initiation rates.

Potentially eligible participants do not have to be on a public assistance program to qualify for WIC services. In our current economy, inflation and rising food costs have created many financial challenges for Florida families. It is times like these that reinforce the importance that eligible Floridians utilize nutrition services, including WIC.

To be eligible for WIC, you must be a pregnant or breastfeeding woman, a woman up to six months postpartum, an infant, or a child under age five. In addition, the applicant must have a low or moderate income, live in Florida, and have a nutrition need that can be helped by WIC foods, nutrition education, and counseling. WIC also provides breastfeeding support and referrals for health care. WIC nutritionists work directly with mothers to educate them about what is best for their baby and their family's nutrition needs while encouraging 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, visit www.FloridaWIC.org or call toll-free at 1-800-342-3556.

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