



# **WIC — BUILDING A HEALTHIER IOWA**

## **SPECIAL SUPPLEMENTAL NUTRITION PROGRAM FOR WOMEN, INFANTS AND CHILDREN**

**Iowa Department of Public Health  
Bureau of Nutrition and WIC  
Lucas State Office Building  
Des Moines, Iowa 50319-0075  
1-800-532-1579**

**Stephen C. Gleason, D.O., Director**

**Thomas J. Vilsack, Governor  
Sally J. Pederson, Lt. Governor**



## What happens at WIC?

**WIC provides the following services to achieve positive health outcomes:**

- ◆ Nutrition counseling and education
- ◆ Breastfeeding promotion and support
- ◆ Checks for nutritious foods
- ◆ Immunization screening and referrals
- ◆ Health and social service referrals

**WIC health professionals (registered nurses and licensed dietitians) meet with each participant to:**

- ◆ Assess their diet and health history to identify nutritional needs
- ◆ Provide nutrition counseling
- ◆ Determine the appropriate foods for that individual and explain how to get them at an authorized WIC retailer.

**WIC promotes breastfeeding**

- ◆ Iowa's WIC Program has been a leader in breastfeeding promotion and support activities, especially in community-based coalition development.
- ◆ Breastfeeding initiation rates for Iowa WIC mothers have increased since 1990 as have breastfeeding initiation rates for all Iowa mothers.



## Who is eligible?

**More families than you might think!**

**WIC serves Iowa residents who are:**

- ◆ Pregnant
- ◆ Breastfeeding, for up to one year postpartum
- ◆ Women who are not breastfeeding, for six months postpartum
- ◆ Children under 5 years old

**AND**

**Who meet WIC income guidelines**

The guideline is 185% of the poverty level set by the federal government and is based on household size. A family of four can make over \$31,000 annually and qualify.

**AND**

**Who have a medical or nutritional need**

Medical and nutritional needs are determined at the WIC certification appointment.

Examples of qualifying needs are:

- ◆ Medical conditions that affect food intake or nutrition status
- ◆ Abnormal height or weight measurements
- ◆ Low intake of essential nutrients
- ◆ Conditions that predispose a person to inadequate nutrition patterns like lead poisoning, teen pregnancy, alcohol or drug abuse.



## **Building a healthier Iowa**

The WIC Program has been successful because it recognizes the far-reaching implications of proper maternal and early childhood nutrition. The individuals who originally planned the WIC program had the foresight to combine nutrition education, nutritious foods, and health care oversight in a program that provided not just immediate food benefits, but education to influence eating habits for a lifetime.

Over 70 studies have demonstrated WIC's effectiveness.

- ◆ WIC produces positive prenatal and birth outcomes
- ◆ WIC improves children's health

WIC prevents future health problems, resulting in a stronger and healthier Iowa through:

- ◆ Reduced health care costs
- ◆ Children ready to learn
- ◆ A productive work force for the future

The Iowa WIC Program also positively impacts the state's economy. Over 700 grocery stores and pharmacies participate in the Iowa WIC Program and accept WIC checks for the supplemental foods and special formulas provided by WIC. The state's farm economy is also supported. Several of the state's agricultural products are included in the WIC food package. WIC checks are used every month to buy more than 300,000 gallons of milk, 100,000 gallons of fruit juice, and 100,000 dozen eggs for over 60,000 Iowa WIC participants.

## **WIC works!**



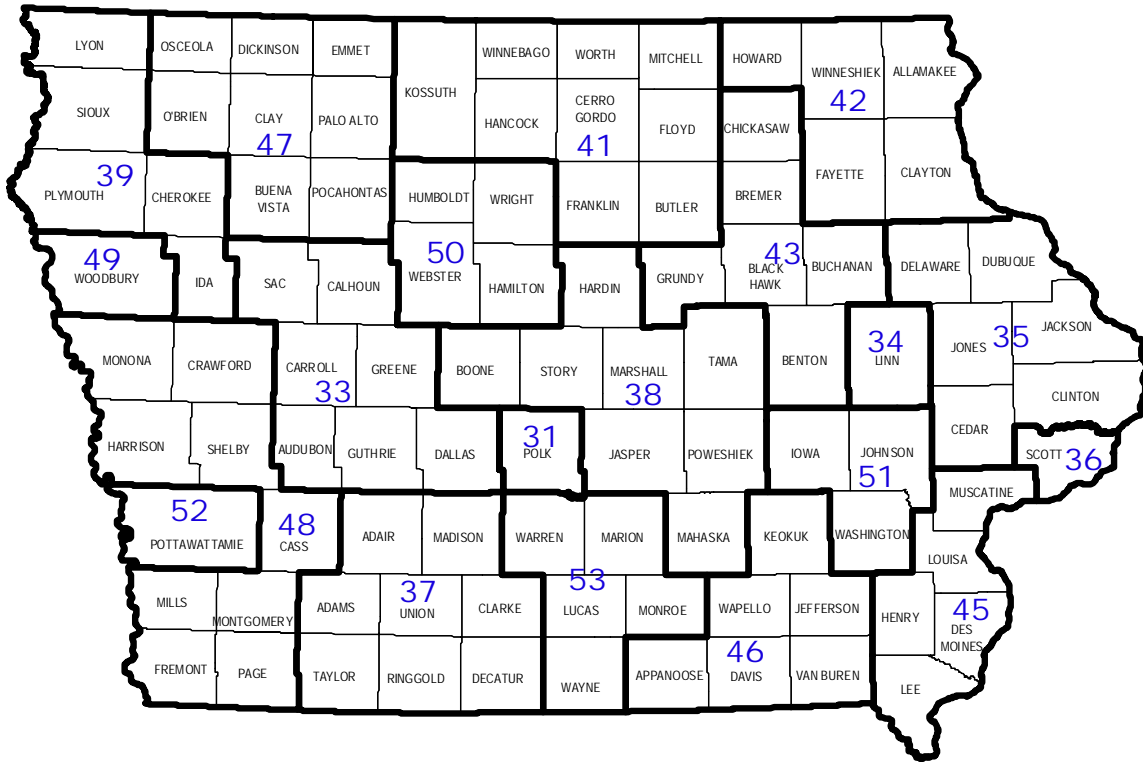
## **How you can help**

Please join us in building a healthier Iowa. You can help by:

- ◆ Mentioning the benefits of WIC as a health and nutrition program to all families
- ◆ Displaying posters and brochures in your office
- ◆ Including WIC information in education or enrollment packets
- ◆ Providing medical information when possible to shorten the time families need to spend at WIC certification appointments

**Call 1-800-532-1579 to order materials or for more information**

**WIC services are provided in every county in Iowa.  
Check the map on the back of this brochure for the office nearest you.**



## Iowa WIC Agencies

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|--|---|--|
| <p><b>31 Broadlawns Medical Center</b><br/>1801 Hickman Road<br/>Des Moines, IA 50314<br/>(515) 282-2501</p>   | <p><b>39 Mid-Sioux Opportunity, Inc.</b><br/>418 Marion Street, Box 390<br/>Remsen, IA 51050<br/>(800) 859-2025</p>                           | <p><b>48 West Central Development Corporation</b><br/>1108 8<sup>th</sup> Street<br/>Harlan, IA 51537<br/>(800) 338-4129</p>         |
| <p><b>33 Community Opportunities, Inc</b><br/>603 West 8<sup>th</sup> Street<br/>Carroll, IA 51401<br/>(712) 792-9266</p>  | <p><b>41 North Iowa Community Action</b><br/>300 Fifteenth NE<br/>Mason City, IA 50401<br/>(800) 657-5856</p>                                 | <p><b>49 Siouxland WIC</b><br/>504 11<sup>th</sup> Street<br/>Sioux City, IA 51105<br/>(712) 279-6636</p>                            |
| <p><b>34 Family &amp; Community Health Alliance</b><br/>1328 2<sup>nd</sup> Ave. S.E.<br/>Cedar Rapids, IA 52403<br/>(800) 205-0676 OR<br/>(319) 366-7875</p>      | <p><b>42 Northeast Iowa Community Action</b><br/>305 Montgomery<br/>Decorah, IA 52101<br/>(563) 382-8436</p>                                  | <p><b>50 Hamilton County Public Health</b><br/>821 Seneca<br/>Webster City, IA 50595<br/>(800) 281-9296</p>                          |
| <p><b>35 Hillcrest Family Services</b><br/>1572 Central Ave.<br/>Dubuque, IA 52001<br/>(563) 557-4444 OR<br/>(877) 437-3942</p>                                    | <p><b>43 Operation Threshold</b><br/>300 West 3<sup>rd</sup> Street<br/>Waterloo, IA 50701<br/>(800) 643-1629</p>                             | <p><b>51 Johnson County Health Department</b><br/>1105 Gilbert Court<br/>Iowa City, IA 52240<br/>(319) 356-6042</p>                  |
| <p><b>36 Edgerton Women's Health Center</b><br/>Duck Creek Plaza, 2<sup>nd</sup> Floor<br/>852 Middle Road, #11369<br/>Bettendorf, IA 52722<br/>(563) 359-6635</p> | <p><b>45 Southeast Iowa Community Action</b><br/>2850 Mt. Pleasant St, Suite 108<br/>Burlington, IA 52601<br/>(319) 753-0193</p>              | <p><b>52 Pottawattamie County</b><br/>300 West Broadway<br/>Suite 9, Omni Centre<br/>Council Bluffs, IA 51503<br/>(712) 328-5886</p> |
| <p><b>37 MATURA Action Corporation</b><br/>203 West Adams<br/>Creston, IA 50801<br/>(641) 782-8431</p>   | <p><b>46 American Home Finding</b><br/>Family Health Center<br/>201 So. Market<br/>Ottumwa, IA 52501<br/>(641) 682-8784</p>                   | <p><b>53 Community Health Services of Marion County</b><br/>104 South 6<sup>th</sup><br/>Knoxville, IA 50138<br/>(641) 828-2238</p>  |
| <p><b>38 Mid-Iowa Community Action</b><br/>1001 South 18<sup>th</sup> Ave.<br/>Marshalltown, IA 50158<br/>(800) 390-5293</p>                                       | <p><b>47 Upper Des Moines Opportunity, Inc.</b><br/>101 Robbins Avenue<br/>Graettinger, IA 51342<br/>(800) 245-6151 OR<br/>(712) 859-3885</p> |  |