



# North Carolina WIC Update

The Special Supplemental Nutrition Program for Women, Infants, and Children



## WHO IS WIC FOR?

WIC Serves eligible pregnant, postpartum and breastfeeding women, infants, and children under age 5.

Eligibility Requirements include NC residence, income, and nutrition risk

## WHAT DOES WIC PROVIDE?



Healthy Food



Breastfeeding Support



Nutrition Education



Health Checks & Referrals

## Celebrating Breastfeeding in WIC



The USDA has nationally recognized seven of North Carolina’s WIC agencies for excellence in breastfeeding and peer counseling programs. This recognition comes through the USDA’s Breastfeeding Award of Excellence program, which celebrates agencies that demonstrate WIC’s collective commitment to providing outstanding breastfeeding promotion and support at the Gold, Premiere, and Elite levels.

### 2025 BREASTFEEDING AWARD OF EXCELLENCE RECIPIENTS

- **Gold Award Recipients:**
  - Bladen County Health Department
  - Albemarle Regional Health Services
- **Premiere Award Recipients:**
  - Brunswick County Health Services
  - New Hanover County Health and Human Services
  - Piedmont Health Services
  - Toe River Health District WIC Program
  - Union County WIC Program

## WIC MADE FLEXIBLE DID YOU KNOW EASY FOOD SWAPS ARE PART OF WIC?

WIC provides flexibility for participants by offering approved substitutions within the food package.

One example of substitution flexibilities includes the option for milk to be substituted with yogurt, cheese, or tofu. Participants also have the option to request plant-based beverages, evaporated milk, UHT (shelf stable) milk or lactose free milk in place of refrigerated cow’s milk.

These options help to ensure that participants receive the same essential nutrients while honoring personal preferences, cultural preferences, and dietary needs.



## CONNECTING FAMILIES TO WIC

A Toolkit for Health Care Providers

The Food Research & Action Center (FRAC) has developed a toolkit designed to help health care professionals increase awareness of and address gaps in WIC participation. This toolkit provides strategies, tools, practical guidance, and real life examples to aid in bridging the gap between eligible families and access to WIC.

[Connecting Families to WIC Toolkit](#)



## Cover Your COUGH

Cold and flu season is in full swing. This is a gentle reminder to cover your cough and protect others around you.

Coughs and sneezes can spread germs that make others sick. Remember to always cover your nose with a tissue or your elbow. Throw tissues away right after use and wash your hands with soap and water. Together we can help keep our community healthy!

For a free printable flyer visit:  
<https://stacks.cdc.gov/view/cdc/23304>

For more information, visit our NC WIC website: [www.ncdhhs.gov/ncwic](http://www.ncdhhs.gov/ncwic)

