



COMMUNITY
HEALTH CARE
ASSOCIATION
of New York State

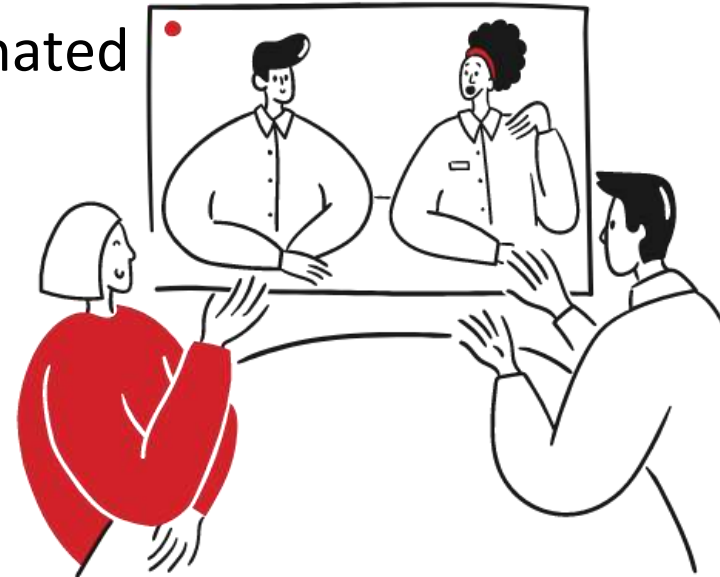
Leveraging WIC Program to Advance Health Outcomes

Sexual & Reproductive Health Sub-committee

November 8th, 2023

Housekeeping

- Lines are muted to prevent background noise
- Introduce yourself in the chat
 - *Share your organization and role*
- Pose questions for presenters in the chat
- Slide deck presentation and session recording will be disseminated
- Lastly, don't forget to provide us with feedback



Agenda

1. Welcome
2. **Part 1**, Hunger Solutions New York Presentation
3. **Part 2**, Health Center Promising Practices Panel Discussion
4. Q & A



Hunger Solutions New York is a statewide anti-hunger organization.

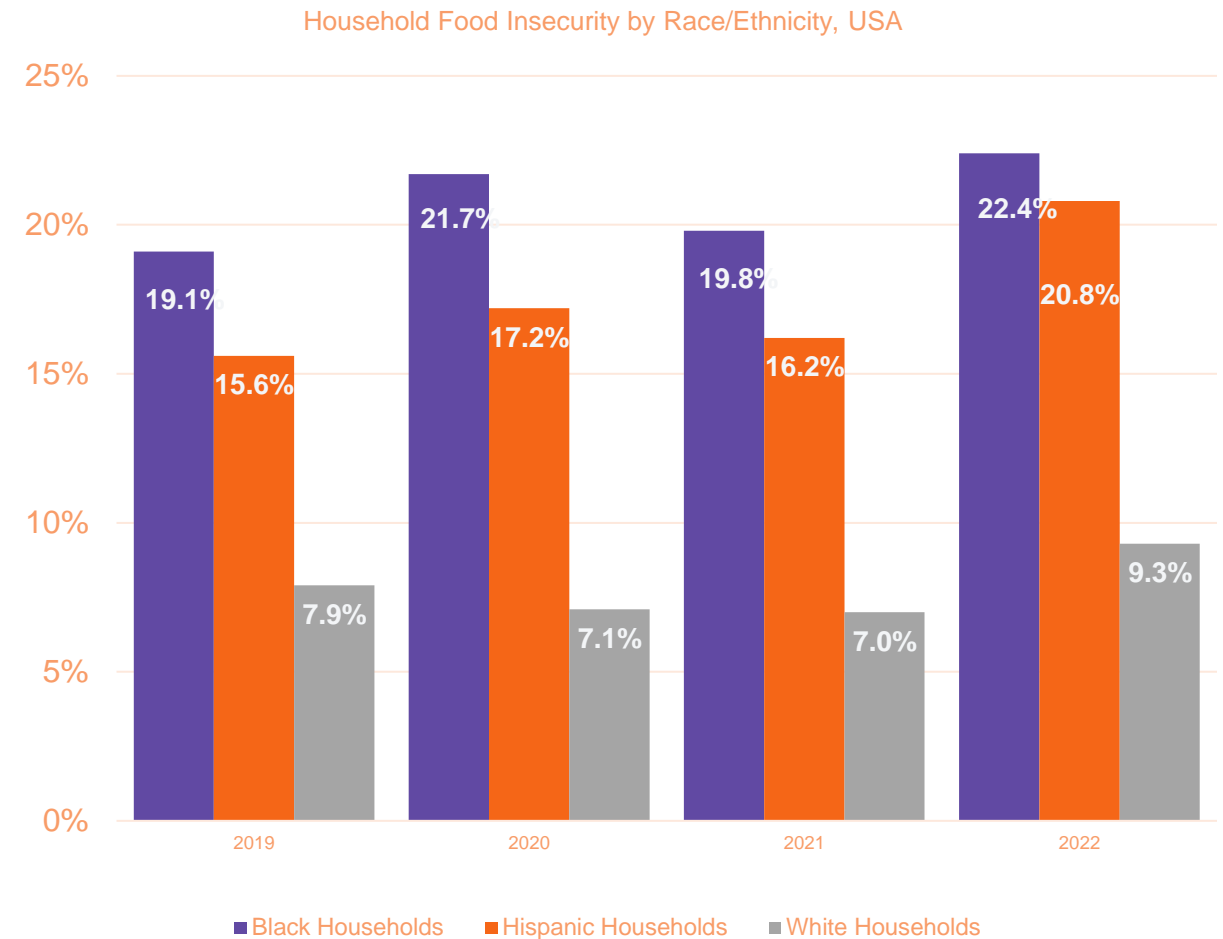
We increase **awareness** of, **support** for, and **participation** in federal nutrition assistance programs.

- Supplemental Nutrition Assistance Program (SNAP)
- School Breakfast Program (SBP)
- Summer Food Service Program (SFSP)
- Community Eligibility Program (CEP)
- Child and Adult Care Food Program (CACFP)
- Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)
- Pandemic-EBT (P-EBT)

Updates: Food Insecurity Amid COVID-19

Nationally:

- **Black and Hispanic households** experienced food insecurity at **2x-3x** and the rate of White households.
- **17.3% of households with children** experienced food insecurity in 2022, compared to 12.5% in 2021 and 14.8% in 2020.



Sources: Alisha Coleman-Jensen, Matthew P. Rabbitt, Christian A. Gregory, and Anita Singh. Sept. 2021. [Household Food Security in the United States in 2020](#), ERR-298, U.S. Department of Agriculture, Economic Research Service

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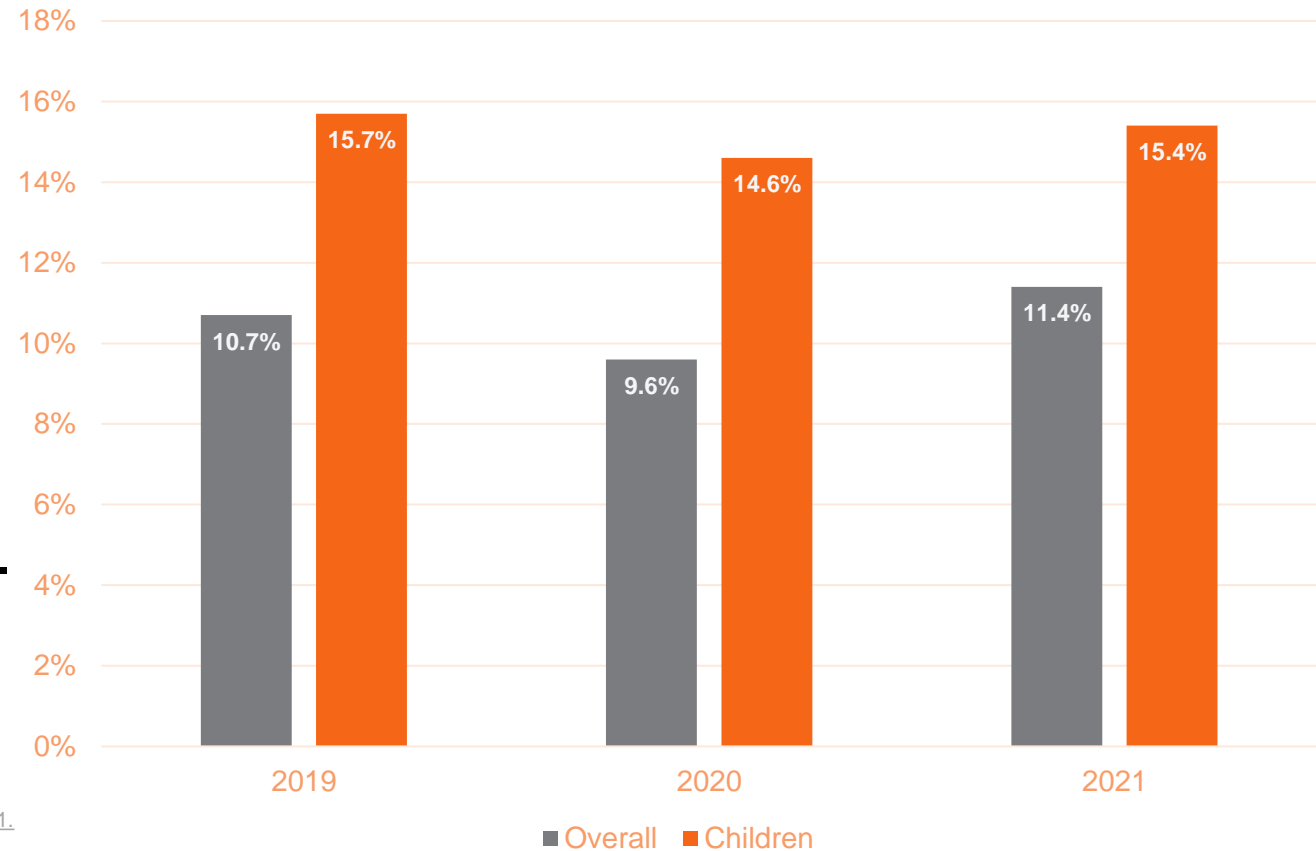
Matthew P. Rabbitt, Laura J. Hales, Michael P. Burke, and Alisha Coleman-Jensen, Oct. 2023. [Household Food Security in the United States in 2022](#), ERR-298, U.S. Department of Agriculture, Economic Research Service

Updates: Food Insecurity Amid COVID-19

In New York:

- **1 in 6 children** experienced food insecurity in 2021, according to Feeding America estimates.
- Overall, more than **1 in 10** New Yorkers experienced food insecurity **before the pandemic**.

Rates of Food Insecurity Overall and for Children, New York, 2019-2021



Source: Feeding America. (March, 2021). [The Impact of Coronavirus on Local Food Insecurity in 2020 & 2021](#).
Feeding America. (May, 2023). [Map the Meal Gap 2023](#). (2021 data)

Food Insecurity Amid COVID-19

COVID-19 response included:

- SNAP emergency allotments
- Pandemic-EBT
- Free school meals for all
- **WIC boosted benefits & remote services**
- Increased access to summer/afterschool meals
- Child Tax Credit + other investments that help alleviate food insecurity

As these temporary measures expired, many families face a **looming hunger cliff**.



WIC

WIC provides pregnant women, new and breastfeeding moms, and children under 5 with:

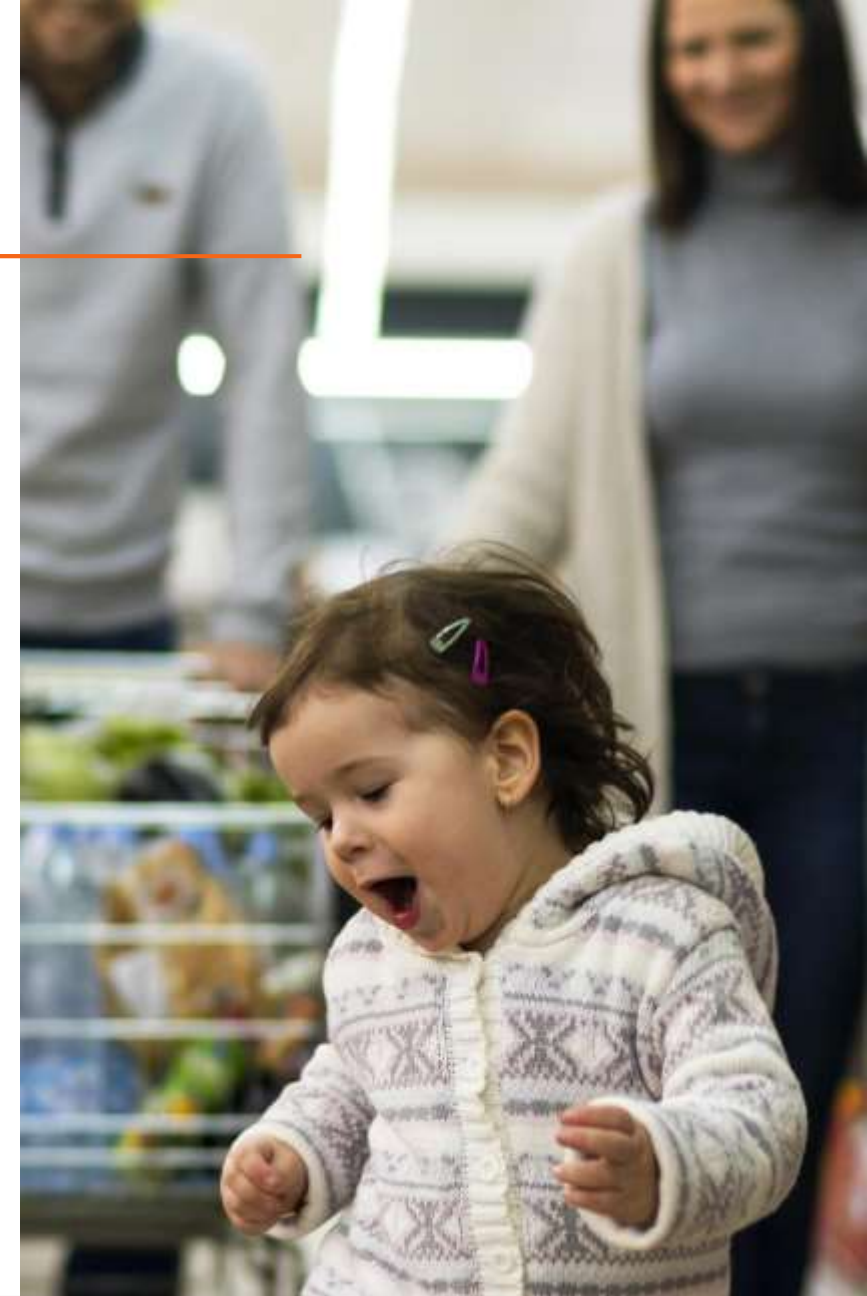
- **Breastfeeding support**
- **Nutrition counseling**
- **Referrals to health care and other services**
- **Nutritious foods**

During COVID-19 and since:

- **Remote services**
- **Boosted fruit/vegetable cash value benefits**

Plus: **eWIC**, **WIC2GO** & **NEW 24/7 virtual assistant (Wanda)** make it easier than ever to enroll and shop with WIC

Still, WIC is reaching ~**50%** of eligible New Yorkers.



Why WIC?

- When women are pregnant, they need vitamins and minerals more than ever.
- Good nutrition during pregnancy and in the first years of a child's life is very important.
- Research shows that women who use WIC have healthier births and children who use WIC do better in school.



Source: The State Of WIC: Healthier Pregnancies, Babies and Young Children during COVID-19, National WIC Association, 2021

Many families are eligible for WIC but not participating.

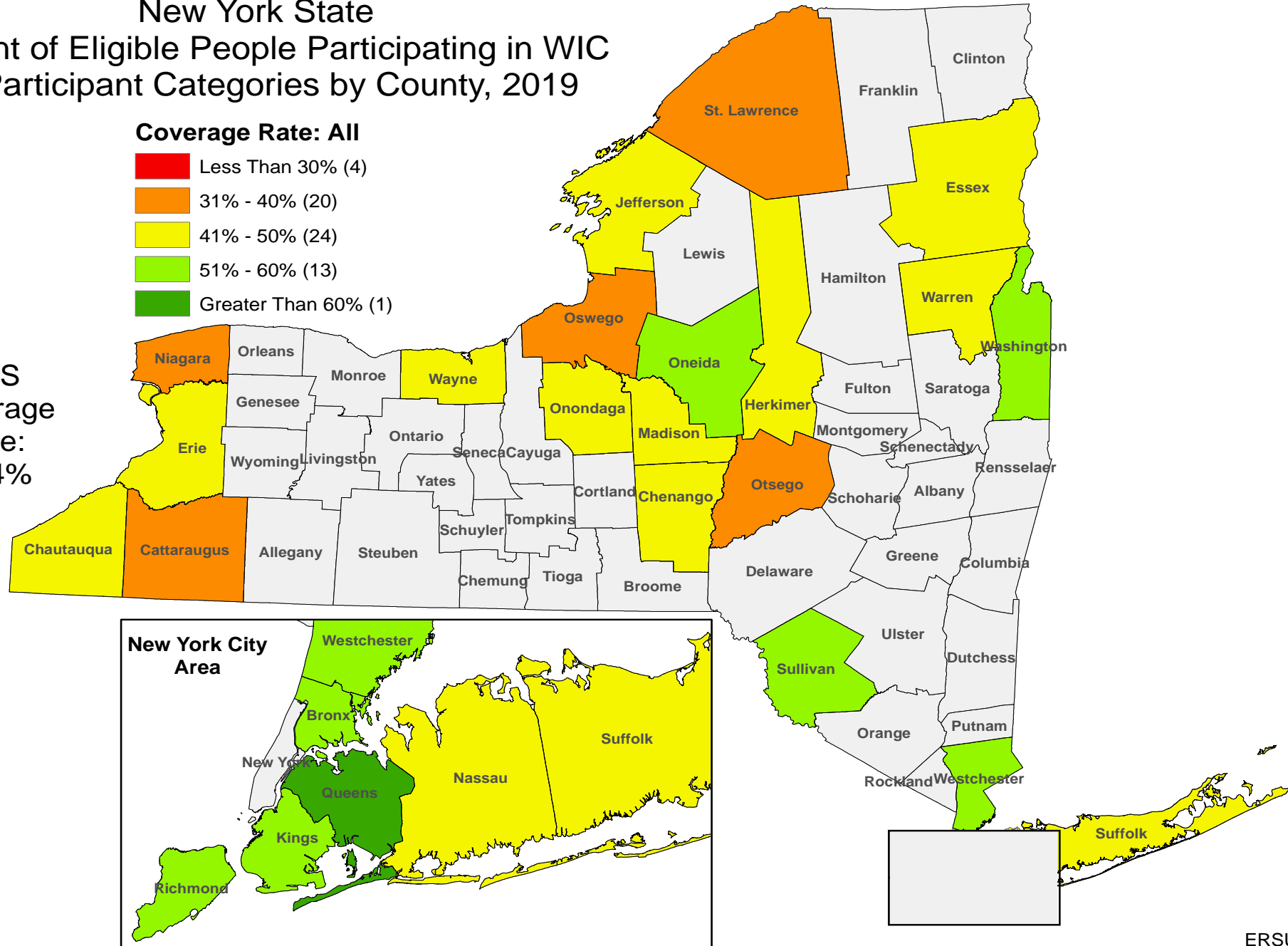


New York State Percent of Eligible People Participating in WIC All Participant Categories by County, 2019

Coverage Rate: All

- Less Than 30% (4)
- 31% - 40% (20)
- 41% - 50% (24)
- 51% - 60% (13)
- Greater Than 60% (1)

NYS
Coverage
Rate:
50.4%



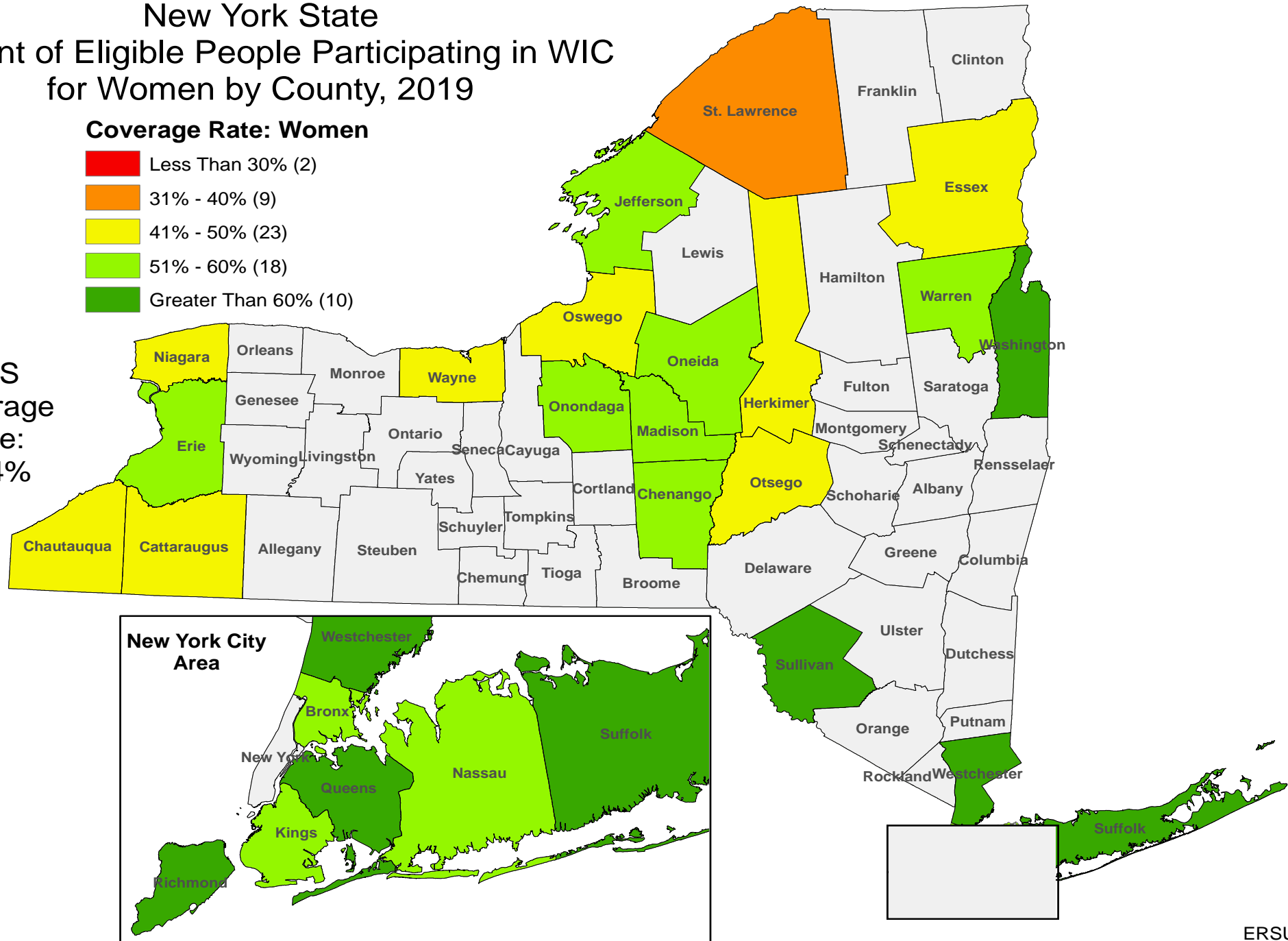
Eligible estimates based on 2015-19 American Community Survey and 2010 Census Data. Caseload blended from WICSIS and NYWIC April, 2019

New York State Percent of Eligible People Participating in WIC for Women by County, 2019

Coverage Rate: Women

- Less Than 30% (2)
- 31% - 40% (9)
- 41% - 50% (23)
- 51% - 60% (18)
- Greater Than 60% (10)

NYS
Coverage
Rate:
55.4%



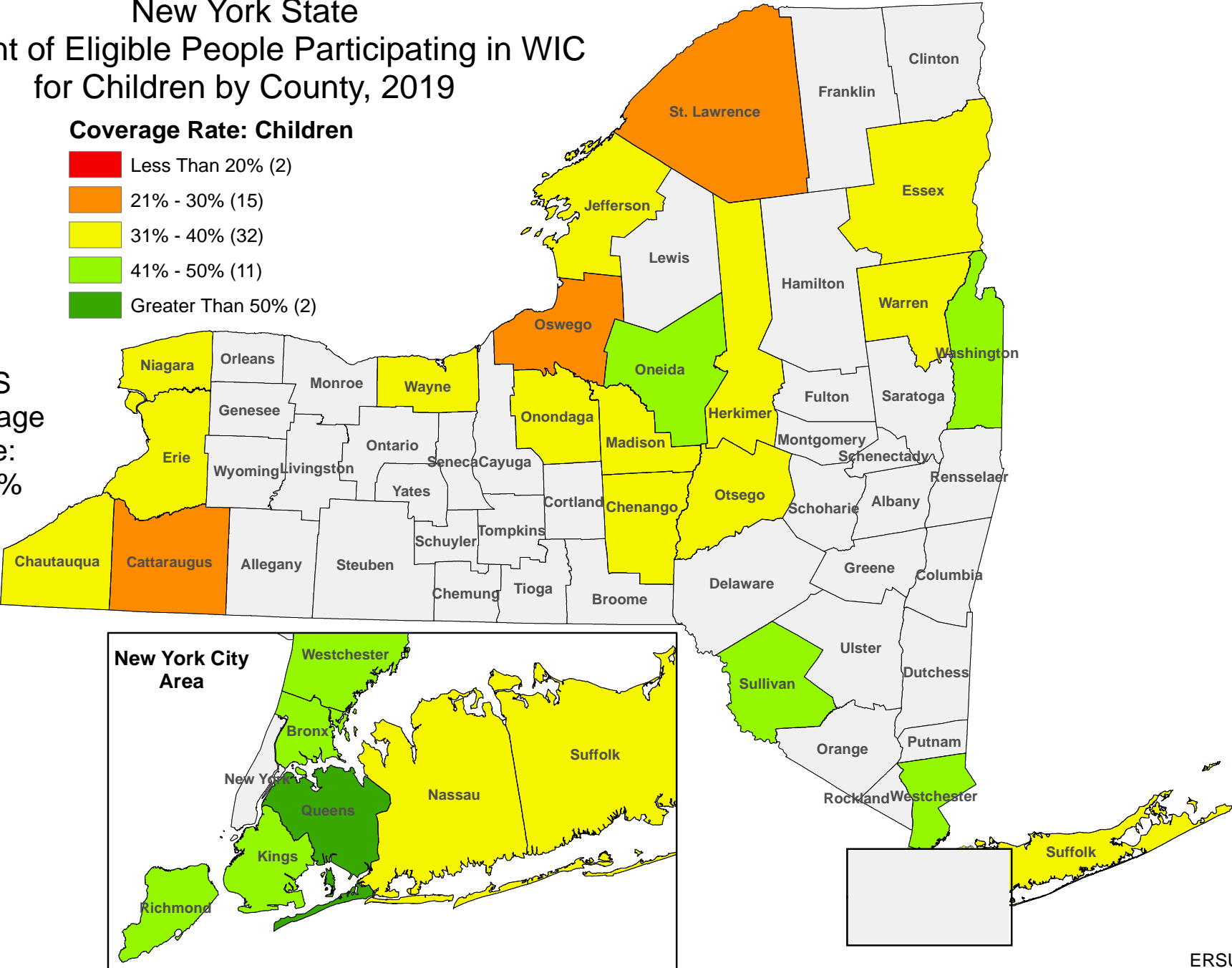
Eligible estimates based on 2015-19 American Community Survey and 2010 Census Data. Caseload blended from WICSIS and NYWIC April, 2019

New York State Percent of Eligible People Participating in WIC for Children by County, 2019

Coverage Rate: Children

- Less Than 20% (2)
- 21% - 30% (15)
- 31% - 40% (32)
- 41% - 50% (11)
- Greater Than 50% (2)

NYS
Coverage
Rate:
41.8%



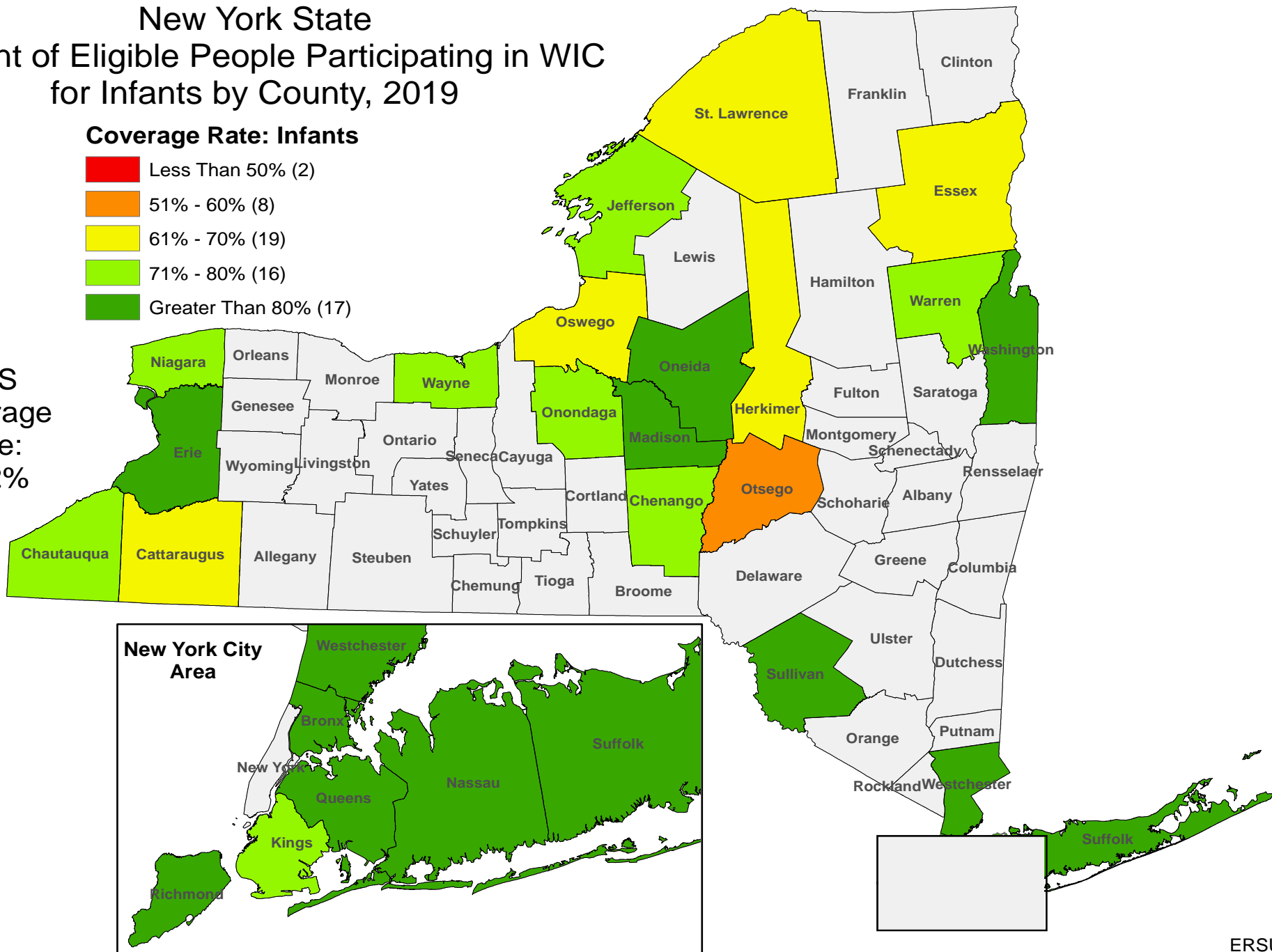
Eligible estimates based on 2015-19 American Community Survey and 2010 Census Data. Caseload blended from WICSIS and NYWIC April, 2019

New York State Percent of Eligible People Participating in WIC for Infants by County, 2019

Coverage Rate: Infants

- Less Than 50% (2)
- 51% - 60% (8)
- 61% - 70% (19)
- 71% - 80% (16)
- Greater Than 80% (17)

NYS
Coverage
Rate:
79.2%



Eligible estimates based on 2015-19 American Community Survey and 2010 Census Data. Caseload blended from WICSIS and NYWIC April, 2019

WIC Public Health Services

WIC provides pregnant women, new and breastfeeding moms, and children under the age of 5 with:

- Breastfeeding support
- Nutrition counseling
- Referrals to health care and other services
- Nutritious foods

**It's true!
You can get
WIC benefits
at home!**



Who is eligible for WIC?

Someone may be eligible for WIC if they are:

- **Pregnant**
- A mom of a baby that is up to 6 months old
- A mom of a breastfeeding baby up to 12 months old
- **A child under the age of five**



Who is eligible for WIC?

To get WIC the participant must:

- Live in New York State
- Have an income below 185% FPL **OR** get benefits from SNAP, Medicaid or TANF.
- Meet age and other eligibility rules
- *Note: An unborn child can be counted as a member of the household.*



Others Can Apply for Children in Their Care



**WIC helps
dads, too.**

**Superheroes
included.**

Dads, grandparents, and primary caregivers can apply for kids under 5 in their care.



**El WIC también
ayuda a los
abuelos.**

Los abuelos, padres y cuidadores primarios pueden solicitarlo para los niños bajo su cuidado.

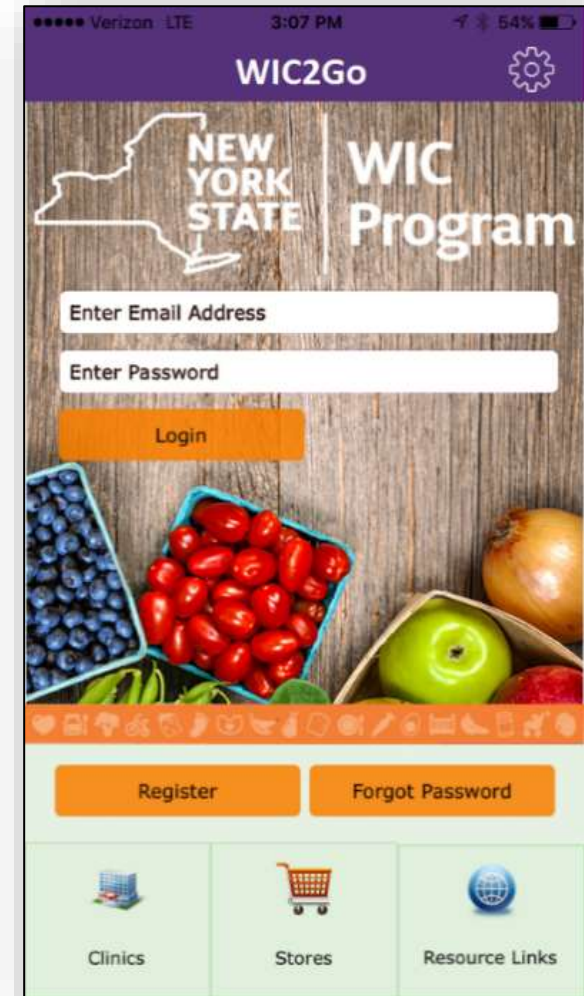
eWIC & WIC2Go App



eWIC is here!

- Paper WIC checks are a thing of the past. The eWIC card acts just like a debit card.
- Families can buy food when it works best for them.
- Participants must use all of their benefits by the end of their thirty day cycle.

- Benefit balance
- Approved foods
- UPC scanner
- Clinic locator
- Store locator
- Appointments



Wanda

- [Wanda](#): NYS WIC's 24/7 virtual assistant.
- <3minutes: Learn about WIC services, find out if a family is eligible, and get referrals to closest WIC clinics.
- Easy to use on a computer, tablet or phone.
- [Wanda resources](#) include graphics and sample language for use on your website, newsletters, emails and social media posts.



WIC Help NY

Healthy moms. Healthy kids.



WIC helps families.

WIC supports moms, moms-to-be, and their families with:

- healthy food
- nutrition education
- breastfeeding support
- referrals to other services



You may be eligible for WIC.

You may be eligible if you:

- live in New York
- are pregnant or have a child under age 5
- meet income guidelines

Don't remember your income?



WIC can help you.

To learn more, [chat with Wanda, WIC's 24/7 virtual assistant](#). In less than 3 minutes, you can see if you may be eligible and get a referral to your local WIC Office.

[CHAT WITH WANDA](#)

Hi! I'm Wanda. Click here to chat about WIC!



\$26-\$32/Month for Fruits & Veggies!

Through November 31, most WIC kids and moms will get \$26-\$32/month to buy fruits and veggies. Not getting WIC yet? [Chat with Wanda, WIC's 24/7 virtual assistant](#), to see if you are eligible!

WICHelpNY.org



Shopping is easier with eWIC!

WIC benefits are now given on an eWIC card. No more paper checks! The card is used just like a debit card at WIC-approved stores.

Hi! I'm Wanda. Click here to chat about WIC!



Thank you!

Let's stay connected:

Stay updated: HungerSolutionsNY.org/Subscribe

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Funded by NYSDOH, NYSOTDA, and USDA/FNS. This institution is an equal opportunity provider.

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Recap - Opportunities & Resources:

- **Help spread the word** about WIC, especially among:
 - Pregnant women
 - Parents/caregivers of 3-4 year-olds
 - **Non-maternal caregivers**
- **Build/strengthen referral systems** with local WIC agencies

NEW: Use the **toolkits** to easily spread the word about WIC's eligibility, services & benefits!

Are you getting
SNAP, Medicaid,
or TANF during
pregnancy?

You qualify for **WIC**, too.

At home

or in-person

Get **WIC** the way you want it.

Additional Resources

- Hunger Vital Sign, 2-question food insecurity screening tool:
<https://childrenshealthwatch.org/public-policy/hunger-vital-sign/>
- Listing of Local Agencies Providing WIC Services:
https://www.health.ny.gov/prevention/nutrition/wic/local_agencies.htm
- [NEW 24/7 WIC virtual assistant \(Wanda\)](#)



Speaker Contact Information

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Panelists:

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