

## Connect with WIC today:

- Request an appointment at [ColoradoWICsignup.com](http://ColoradoWICsignup.com)
- Visit [ColoradoWIC.com](http://ColoradoWIC.com)
- Call 1-855-855-4626 (Food Resource Hotline)

# WHAT IS WIC



EMPOWERING FAMILIES  
WITH FOOD, NUTRITION  
EDUCATION, AND MORE



*WIC does not ask for, keep, or share information regarding visa status or citizenship. This institution is an equal opportunity provider.*

# HALF OF ALL INFANTS BORN IN COLORADO ARE ON WIC.

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## WHAT IS WIC?

WIC is the nation's most successful public health nutrition program. We provide healthy food, nutrition education, breastfeeding guidance, and community support to income-eligible pregnant women, moms of infants, and children up to 5 years old.

## WHO IS ELIGIBLE?

- Pregnant women.
- Mothers of babies up to 6 months old.
- Mothers who are breastfeeding babies up to 12 months old.
- Babies and kids up to 5 years old.

Many people don't realize they're eligible for WIC. Households with a low to medium income or who receive Medicaid, SNAP, TANF or FDPIR are income-eligible for WIC.

## WE'RE HERE FOR YOU

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Did you know? Colorado WIC offers:



### HEALTHY FOOD + NUTRITION TIPS

**We help you feed your kids nutritious meals.**  
**We provide:**

- Monthly benefits to buy fruits, vegetables, whole grains, iron-rich foods, milk, cheese, yogurt, formula and more.
- An EBT card and smartphone app to make shopping for WIC foods easy.
- Tips on how to shop for healthy food, how to cook it, and how to encourage your kids to eat it.
- A larger food package for mothers who breastfeed exclusively to help them stay healthy.



### A COMMUNITY OF SUPPORT

**We offer a network of experts and peers for education and guidance:**

- Nutritionists.
- Breastfeeding specialists.
- Breast pumps.
- Mother-to-mother support.



### REFERRALS

**We introduce you to care beyond WIC, including:**

- Healthcare professionals such as pediatricians and dentists.
- Immunization services.
- Other services.

