



**CABINET FOR HEALTH AND FAMILY SERVICES  
DEPARTMENT FOR PUBLIC HEALTH**

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**Audrey Tayse Haynes**  
Secretary

**MEMORANDUM**

**TO:** All WIC Coordinators

**FROM:** Rhonda Goff *RG*  
Supervisor  
Program Management Section

**DATE:** June 23, 2015

**SUBJECT:** Health Care Providers Revised Pamphlet

The newly revised "Health Care Providers and Kentucky WIC" pamphlet is now available. The pamphlet has been updated with the new income guidelines that went into effect April 1, 2015. A copy of the pamphlet is attached for your review. We encourage you to use these for outreach with your local area health care providers.

The pamphlets may be ordered from the Pamphlet Library. Please discard any previous version of the pamphlet that you have in stock.

We appreciate your outreach efforts in sharing this information with health care providers in your area.

Enclosure

cc: Ruth Ann Shepherd, MD, FAA, CPHQ  
Administrators  
WIC Field Representatives

## WIC Contract Formula Information

The WIC Program is required to provide standard infant formula that is least expensive to the Program. In Kentucky the current contract for infant formula for all non-medically fragile infants is with Nestlé, USA. For every infant that receives the contract formula, we are able to provide WIC to an additional 3 to 4 people.

Breast milk is the best food for a baby's first year of life. WIC promotes, supports and encourages mothers to breastfeed their babies as it has been shown to provide many health, nutrition, and emotional benefits to both mothers and babies.

Local WIC Agency Contact Information

To order "WIC Helps" Pamphlets to share with your clients, complete the form below and mail to:

Pamphlet Library  
Frankfort Habilitation  
3755 US 127 South  
Frankfort, Kentucky 40601

Name:
Organization:
Address:
City, State, Zip:
Publication: WIC Helps Pamphlet DPH-070
Quantity: <input type="checkbox"/> 25 <input type="checkbox"/> 50 <input type="checkbox"/> _____



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## Health Care Providers and the Kentucky WIC Program



## What is WIC?

- WIC is the Special Supplemental Nutrition Program for Women, Infants and Children funded by the United States Department of Agriculture (USDA).

## What does WIC have to do with me as a health care provider?

- WIC can give your patients nutrition counseling and free nutritious foods at critical periods of growth and development.
- WIC counts on health care providers to share medical information on women and children at risk, and to help eligible people know about WIC services.
- WIC appreciates support from providers and we are always open to ways to improve our collaboration with you.

## What services does WIC offer?

WIC provides, free of charge to eligible people:

- Nutrition counseling
- Breastfeeding counseling and support
- Nutritious foods and infant formula

## Who does WIC serve?

Low-income, nutritionally at risk:

- Pregnant women
- Breastfeeding women, up to one year postpartum
- Non-breastfeeding women, up to six months postpartum
- Infants to 1 year of age
- Children under five years of age



## Are my patients eligible for WIC?

Many working patients are income eligible. See the chart below.

### WIC Income Guidelines\* Effective 4/1/2015 – 3/31/2016

Household Size	Week	Month	Year
1 person	\$419	\$1,815	\$21,775
2	567	2,456	29,471
3	715	3,098	37,167
4	863	3,739	44,863
5	1,011	4,380	52,559
6	1,159	5,022	60,255
7	1,307	5,663	67,951
8	1,455	6,304	75,647
Additional Family Members	+\$148	+\$642	+\$7,696

\*Proof of residence, identity, and income is required. Persons who receive Medicaid or Food Stamp benefits meet income requirements.

## WIC Works!

### What does research show?

WIC services result in improved health outcomes:

- Women on WIC have fewer premature births.
- WIC decreases the risk of low birthweight by 25% and very low birthweight by 44%.
- WIC significantly decreases the prevalence of anemia and growth retardation among low-income children.
- WIC increases the information available to pregnant women to support breastfeeding.

### How can I help my patients receive WIC benefits?

- Tell your patients about WIC and encourage them to contact the local health department.
- Display WIC posters and brochures in your office.
- Include WIC brochures in OB, new baby and new patient packets.
- To help WIC identify medical or nutritional risks needed for enrollment, provide health data such as height, weight and hemoglobin/hematocrit for the applicant to bring to the health department.

### How do I get WIC materials and information?

- To order the “WIC Helps” pamphlet or for more information, please call your local health department or submit the order form on the back of this pamphlet.

### What if I have suggestions for WIC?

- Kentucky WIC wants to strengthen its collaboration with health care providers. Help us work better with you by calling WIC at your local health department or Fran Hawkins, State Director at (502) 564-3827, or email [Fran.Hawkins@ky.gov](mailto:Fran.Hawkins@ky.gov) with your suggestions.