



# WIC

The Women, Infants, and Children Program of Texas

TRAVIS COUNTY/ BASTROP COUNTY

# WHAT IS WIC?

Supplemental nutrition program for women, infants, and children.

## MISSION STATEMENT

To safeguard the health of low-income women, infants, and children up to age 5 who are at nutritional risk by providing nutritious foods to supplement diets, information on healthy eating, and referrals to health care.



# WHAT DOES WIC PROVIDE?

- ▶ Nutrition Education
- ▶ Health Assessments
- ▶ Breastfeeding Support
- ▶ Referrals to healthcare and other resources in the community using Connect ATX
- ▶ Supplemental Nutritious Foods each month.



# WHAT DOES WIC PROVIDE?

## Supplemental Nutritious Foods

- ▶ Issuance in the form of an EBT card
- ▶ WIC Approved Foods must meet specific dietary guidelines
- ▶ Cash Value of WIC benefits varies by food package
- ▶ Exclusively Breastfeeding Mothers receive the largest food package
- ▶ Formula provided to Formula-Fed Infants



# WIC DURING THE PANDEMIC

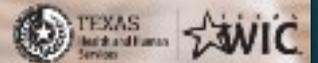
**WIC is still supporting clients remotely** and it's committed to serve clients although all clinics are closed to the public.

Staff will be operating alternative service models for delivering food, online assistance, and distributing benefits.

- ▶ To start an application clients can visit [TexasWIC.org/apply](https://TexasWIC.org/apply) and start an application online.
- ▶ **WIC Austin has 24/7 drop boxes available at all clinic locations** – [click here to see how to use them.](#)
- ▶ The public should either call **512-972-4942** or send an email at [WIChelp@austintexas.gov](mailto:WIChelp@austintexas.gov) if they need benefits or have questions.
- ▶ Please join our Facebook group "[ATX Family Care](#)" for updates.



**Texas WIC is OPEN!**





# How WIC serve clients:

- ▶ Each clinic has an email inbox. There is a list of all WIC clinics in our website [www.austintexas.gov/WIC](http://www.austintexas.gov/WIC)
- ▶ Scheduling Center line takes calls and routes messages to individual clinics
- ▶ 2-way texting software
- ▶ We contact each client who needs benefits
- ▶ Patient Portal
- ▶ New WIC Mobile Unit
- ▶ New WIC Shopping and Delivery Program
- ▶ Using Connect ATX for all referrals to other resources.
- ▶ Using Connect ATX for all incoming referrals from other community partners.

# ATX Family Care

- ▶ We encourage all partners to join our Facebook group “ATX Family Care”
- ▶ We have increased from 171 members (April 1<sup>st</sup>, 2020) to 7000 members (March 2021)
- ▶ We communicate all updates and promote other programs in our Facebook group.



**facebook**<sup>®</sup>  
join our group +



Start your application online.

START NOW

# Apply Now WIC Applications

INDIVIDUALS CAN START AN APPLICATION ONLINE AT: [WWW.TEXASWIC.ORG/APPLY](http://WWW.TEXASWIC.ORG/APPLY)

After clients submit their application, someone from our WIC agency will contact them within 48 hours to complete certification process and explain further details.



# HOW TO USE WIC DROP BOXES?



# HOW TO USE WIC DROBOXES?

WIC TRAVIS AND BASTROP COUNTY  
HAVE 24/7 DROP BOXES AVAILABLE  
AT ALL CLINIC LOCATIONS.

# WIC MOBILE UNIT

The Austin Public Health WIC program has a NEW WIC Mobile Unit that will be around Travis and Bastrop county to serve families.

Our goal is to bring WIC services where clients are.

- ▶ Fix WIC Card issues.
- ▶ Provide nutrition and breastfeeding counseling
- ▶ Answer questions related to client's accounts.
- ▶ Accept new WIC client applications.

Visit our website for a full schedule.  
[www.austintexas.gov/WIC](http://www.austintexas.gov/WIC)



We are currently closed to the public, but we are still serving clients remotely providing online consultations.

▶ Mom's Place Lactation Support Center is a specialized breastfeeding support clinic and training center where mothers can receive breastfeeding assistance from:

-Registered Nurses

-Board Certified Lactation Consultants  
International Board-Certified Lactation  
Consultants (IBCLCs)

-Breastfeeding Peer Counselors who provide basic support and follow-up care.

[www.austintexas.gov/content/moms-place](http://www.austintexas.gov/content/moms-place)

**512-972-6700**



# MOM'S PLACE

**Lactation Support Center**  
**Centro de Apoyo a la Lactancia**

# WIC SHOPPING AND DELIVERY PROGRAM

- ▶ The WIC program now offers a home delivery program for WIC clients that qualify during the pandemic to ensure those in need are taken care of. WIC staff purchase foods for eligible families and delivers to them.
- ▶ Clients can send an e-mail to [WICdelivery@austintexas.gov](mailto:WICdelivery@austintexas.gov) to see if they qualify.
- ▶ Program funded by City of Austin General funds, no Federal or State funding at this time
- ▶ Service areas include Travis County, Del Valle, Creedmoor, Cedar Creek



**WIC SHOPPING & DELIVERY PROGRAM**  
**PROGRAMA DE COMPRAS & ENTREGAS DE WIC**

# HOW WIC CLIENTS CAN CONTACT US?

01

Call our local  
agency at  
512-972-4942

02

Join our  
Facebook group  
“ATX Family  
Care”

03

Email us at  
WICHelp@austintexas.gov

04

Visit  
[TexasWIC.org](https://www.texaswic.org) to  
start a new  
application or  
take an online  
nutrition class.

05

Visit  
[austintexas.gov/  
WIC](https://www.austintexas.gov/wic) to find WIC  
clinic locations  
and our mobile  
unit schedule.

# Questions?



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WIC Community  
Engagement Coordinator



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