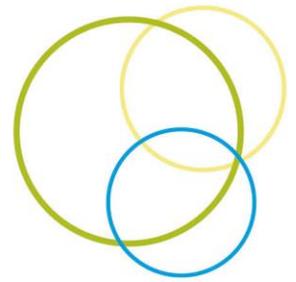




# 1. Overview of the Nebraska WIC Program

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## What is WIC?

- Women, infants children
- A public health nutrition program
  - Regulated federally by USDA and in state by Nebraska Department of Health and Human Services (DHHS)
  - Currently WIC serves 35,189 participants
  - Currently WIC has 365 WIC approved retailers statewide

## Purposes of WIC

- Help women eat better, have healthier babies, and receive early prenatal care
- Help infants grow and develop better through the promotion of breastfeeding
- Help children eat more nutritious foods, visit doctors regularly, and receive immunizations

## How WIC Works



**Participant is assessed at WIC clinic**

*Receives training, WIC checks and Approved Foods List*

**Participant finds authorized retailer**

*Selects approved foods according to WIC check*

**Cashier ensures transaction is accurate and successful**

**Participant consumes nutritious food provided by WIC**

**Retailer deposits processed WIC check for reimbursement**

*Properly trained store staff, potentially reduce returned checks*