

## Updated Website!

We're excited to share our updated website with you! It's full of current information on WIC, breastfeeding support, and community resources to help families thrive. From practical tips to program updates, you'll find everything you need to support your health and your family's well-being—right at your fingertips. Interested in applying for WIC? You can fill out the application form directly on our website—quick, simple, and secure. Our staff will then reach out to help schedule your appointment and guide you through the next steps.

Stay connected with WIC—visit [www.spcc-roch.org/wic](http://www.spcc-roch.org/wic) or scan the QR code!



## January 14th is Caesarian Section Day!

Did you know that how a baby is delivered can have a big impact on breastfeeding?

C-sections can cause a delay in the transition from colostrum to mature milk (the period often described as “milk coming in”). This can be caused by:

- strong medications received during labor, such as those given via an epidural.
- the physical stress of surgery on the body.
- a delay in the first feeding.
- fewer feedings in the early days.
- a sleepy baby.



It's important that we prepare and inform people in our care for what may impact their breastfeeding goals. If you have patients that have had or will have a c-section, please share this article from La Leche League Canada with them for more information.



Our social media pages can keep you up to date on nutrition, health, breastfeeding, community, and WIC specific information!



Facebook:  
SPCC WIC



Facebook Group:  
WIC Moms Talk  
Breastfeeding



Instagram:  
spccwic



<https://www.spcc-roch.org/programs/wic/>

Phone 585-394-9240

Text 585-481-8488

## Questions about WIC?

SPCC WIC is available to answer general WIC questions, provide in-service training and/or to deliver outreach materials to your office.

You can reach the Outreach Coordinator Brittany at 585-394-9240 ext 205 and our Outreach Team by e-mail at

[WICoutreach@spcc-roch.org](mailto:WICoutreach@spcc-roch.org)

Community  
**OUTREACH**





# Who is Eligible for WIC?

The **Women, Infants, and Children (WIC) Program** provides nutrition education, healthy foods, breastfeeding support, and referrals to families. Many eligible families may not realize they qualify—your connection with them can make a big difference!



**Eligibility Overview— To qualify for WIC in New York State, participants must meet all three criteria:**

### Income

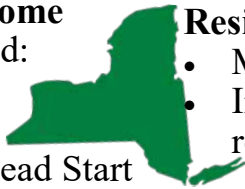
Household income must be at or below 185% of the federal poverty level

### OR Income—Automatic Eligibility

- Categorically eligible individuals who participate in Medicaid

OR **families** are **automatically income eligible** if someone in the household:

- Receives SNAP
- Receives TANF
- A child is in Head Start/Early Head Start
- A household member participates in Essential Plan Health Insurance Levels 1, 2, 3, or 4
- A prenatal (or up to 12 months postpartum) household member who participates in Essential Plan Health Insurance Level 200-250 while pregnant.
- A prenatal household member who participates in Medicaid.
- An infant household member who participates in Medicaid.



### Category

- Pregnant person
- Breastfeeding person (up to infant's 1st birthday)
- Postpartum person (up to 6 months after pregnancy ends)
- Infants under age 1 Children under age 5



### Residency

- Must live in New York State
- Immigration or citizenship status is **not** a requirement

### Why Referring to WIC Matters

WIC plays an important role in:

- Reducing food insecurity
- Supporting healthy pregnancies
- Improving child growth and development
- Connecting families with healthcare and social supports

Scan the QR code to the right to chat with Wanda and get connected to your local WIC agency!



Chat with Wanda!

**ELIGIBLE**

## SPCC WIC YouTube!



SPCC WIC staff have created a YouTube page ([www.youtube.com/@spccwic](http://www.youtube.com/@spccwic)) with informational videos about the WIC Program. At the QR code to the left, you can find videos with information on the Medical Documentation Form, WIC Medical Referral Form, and the shopping experience!



**Your commitment to mothers, caregivers and young children powerfully impacts our nation's families. Read this WIC participant's reflection on the WIC experience:**



*WIC has helped me not be afraid to become a parent. The employees guide families and everything feels positive and helpful. You guys are all amazing. Thank you.*  
- WIC Participant