

# Missouri WIC Basics: Community Outreach

Advocates like you are essential in closing the gap by connecting families to WIC.

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) supports the health of pregnant, postpartum, and breastfeeding women and children up to age 5. WIC provides healthy foods, information on healthy eating, breastfeeding support, and referrals to health care.



WIC IS  
UNDERUTILIZED  
IN MISSOURI

**Only 41%**

of people who qualify for WIC  
participate in the program.

MISSOURI  
PARTICIPATION  
RATES

**30%**

of eligible children

**40%**

of eligible pregnant women

**59%**

of eligible postpartum women

**75%**

of eligible infants

*Source: National- and State-Level  
Estimates of WIC Eligibility and  
WIC Program Reach in 2022.  
USDA FNS.*

## How Does WIC Work?

WIC provides **healthy foods** each month tailored to participants' health and nutrition needs. Participants buy eligible healthy food with an EBT card at WIC-authorized grocery stores and pharmacies. They can also buy infant formula for infants who are not fully breastfed.

Nutritionists offer **in-person and virtual nutrition education**. They help families make behavior changes and reach their health goals. Topics include feeding picky eaters, introducing solids, shopping on a budget, preparing family meals, eating iron-rich foods, increasing fruit and vegetable intake, and understanding infant feeding cues.

Breastfeeding peer counselors, lactation consultants, and trained WIC staff offer **personalized breastfeeding education and support** during and after pregnancy. WIC assists moms and babies with reaching their feeding goals. All WIC clinics offer free breast pumps to women who need them.

Trained staff conduct **measurements and bloodwork on-site**. Participants receive ongoing health assessments and education.

WIC staff offer families **referrals to health and social service programs** to meet their needs.



### MONTHLY FRUIT AND VEGETABLE BENEFIT PER PERSON

**\$26**

Child

**\$47**

Pregnant or postpartum woman

**\$52**

Breastfeeding woman

**\$78**

Woman breastfeeding  
multiple infants

### OTHER WIC FOODS



Whole wheat  
pasta



Corn  
tortillas



Yogurt



Cereal



Cheese



100% Juice



Tofu



Legumes/  
dried beans

### DID YOU KNOW?



Participants can receive benefits from both SNAP and WIC to help fill out their food budget.

Participants are encouraged to swipe their WIC card first at checkout to maximize benefit use.

## How Can You Help?

- ☐ Help families apply via the Missouri WIC online interest form: [mowicinterestform.health.mo.gov/](http://mowicinterestform.health.mo.gov/)
- ☐ Refer families to WIC locations near you; view the Find a WIC Clinic and Retailer map at [health.mo.gov/living/families/wic/](http://health.mo.gov/living/families/wic/)
- ☐ Post a Missouri WIC flyer in your office; available from [health.mo.gov/living/families/wic/families/partnerorganizations/](http://health.mo.gov/living/families/wic/families/partnerorganizations/)
- ☐ Request a WIC presentation for your organization to learn why WIC is vital for families; email [WICOutreach@health.mo.gov](mailto:WICOutreach@health.mo.gov)
- ☐ Include "Do you receive WIC?" in your health risk assessment and screening tools
- ☐ Add a question to your Electronic Medical Record, such as "Do you receive WIC?"

## Who Can apply?

In addition to pregnant women, moms, and dads, any legal guardian of a child under age 5 can apply for WIC. This includes grandparents, guardians, caregivers, and foster parents.

## What Do Applicants Need to Apply for WIC?

### PROOF OF IDENTITY

- ✓ Adults: photo ID, such as driver's license, passport, voter ID card, state ID card, or military ID card
- ✓ Infants and children: birth certificate, hospital records, or immunization records

### PROOF OF RESIDENCY (ONE OF THESE)

- ✓ Pay stub with name and physical address
- ✓ Most recent utility bill or personal bill
- ✓ Current rent or mortgage receipt
- ✓ Voter ID card

### PROOF OF INCOME (ONE OF THESE)

- ✓ SNAP, TANF and most Medicaid participants are automatically eligible for WIC, so no proof of income is needed
- ✓ Current pay stubs
- ✓ W-2 forms or income tax returns
- ✓ Unemployment letter or notice

The local WIC clinic can help offer alternatives if these documents are not available.

*SNAP stands for "Supplemental Nutrition Assistance Program." TANF stands for "Temporary Assistance for Needy Families." Information is current as of March 2025.*



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