

# Iowa WIC



## Building a Healthier Iowa

SPECIAL SUPPLEMENTAL NUTRITION PROGRAM  
FOR  
WOMEN, INFANTS AND CHILDREN

Iowa Department of Public Health  
Bureau of Nutrition and Health Promotion  
Lucas State Office Building  
Des Moines, IA 50319-0075

[www.idph.state.ia.us/wic](http://www.idph.state.ia.us/wic)





## What Happens at WIC?

**WIC provides the following services to achieve positive health outcomes:**

- ◆ Nutrition counseling and education
- ◆ Breastfeeding promotion and support
- ◆ Checks to buy nutritious foods
- ◆ Immunization screening and referrals
- ◆ Health and social service referrals

**WIC health professionals (registered nurses and licensed dietitians) meet with each participant to:**

- ◆ Assess their diet and health history to identify nutritional needs
- ◆ Provide nutrition counseling
- ◆ Determine the appropriate foods for that individual and explain how to get them at an authorized WIC retailer.

**WIC promotes breastfeeding**

- ◆ Iowa's WIC Program has been a leader in breastfeeding promotion and support activities, especially in community-based coalition development.
- ◆ Breastfeeding initiation rates for Iowa WIC mothers have increased since 1990, as have breastfeeding initiation rates for all Iowa mothers.



## Who is Eligible?

***More families than you might think!***

**WIC serves Iowa residents who are:**

- ◆ Pregnant
- ◆ Breastfeeding, for up to one year postpartum
- ◆ Women who are not breastfeeding, for six months postpartum
- ◆ Children under 5 years old

**AND**

**Who meet WIC income guidelines**

The guideline is 185% of the poverty level set by the federal government and is based on household size. A family of four can make over \$40,000 annually and qualify.

**AND**

**Who have a medical or nutritional need**

Medical and nutritional needs are determined at the WIC certification appointment.

Examples of qualifying needs are:

- ◆ Medical conditions that affect food intake or nutrition status
- ◆ Abnormal height or weight measurements
- ◆ Low intake of essential nutrients
- ◆ Conditions that predispose a person to inadequate nutrition patterns like lead poisoning, teen pregnancy, alcohol or drug abuse.

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## Building a Healthier Iowa

The WIC Program has been successful because it recognizes the far-reaching implications of proper maternal and early childhood nutrition. The individuals who originally planned the WIC program had the foresight to combine nutrition education, nutritious foods, and health care oversight in a program that provided not just immediate food benefits, but education to influence eating habits for a lifetime.

Over 70 studies have demonstrated WIC's effectiveness.

- ◆ WIC produces positive prenatal and birth outcomes
- ◆ WIC improves children's health

WIC prevents future health problems, resulting in a stronger and healthier Iowa through:

- ◆ Reduced health care costs
- ◆ Children ready to learn
- ◆ A productive work force for the future

The Iowa WIC Program also positively impacts the state's economy. Over 650 grocery stores and pharmacies participate in the Iowa WIC Program and accept WIC checks for the supplemental foods and special formulas provided by WIC. The state's farm economy is also supported. Several of the state's agricultural products are included in the WIC food package. WIC checks are used every month to buy more than 300,000 gallons of milk, 100,000 gallons of fruit juice, and 100,000 dozen eggs for over 76,000 Iowa WIC participants.

## WIC Works!



## How you can help

Please join us in building a healthier Iowa. You can help by:

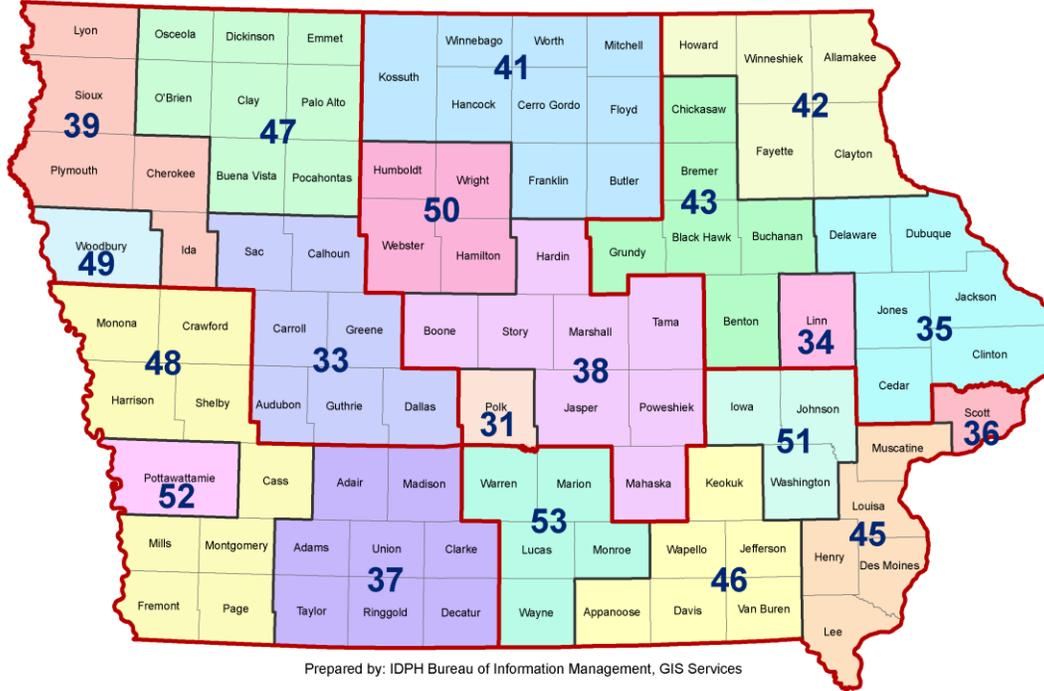
- ◆ Mentioning the benefits of WIC as a health and nutrition program to all families
- ◆ Displaying posters and brochures in your office
- ◆ Including WIC information in education or enrollment packets
- ◆ Providing medical information when possible to shorten the time families need to spend at WIC certification appointments

**To order materials or for more information,  
Call 1-800-532-1579 or visit our web site at  
[www.idph.state.ia.us/wic](http://www.idph.state.ia.us/wic)**

**WIC services are provided in every county in Iowa.  
Check the map on the back of this brochure for the office nearest you.**

# Iowa WIC Program Agencies

## Iowa Department of Public Health



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|--|---|---|
| <p><b>31 Broadlawns Medical Center</b><br/>River Plaza, 2300 Euclid, Suite D<br/>Des Moines, IA 50310<br/>(515) 282-5800</p>                             | <p><b>39 Mid-Sioux Opportunity, Inc.</b><br/>418 S. Marion Street<br/>Remsen, IA 51050<br/>(800) 859-2025</p>   | <p><b>48 West Central Community Action</b><br/>1408 A Hwy 44<br/>PO Box 709<br/>Harlan, IA 51537<br/>(800) 338-4129</p>                     |
| <p><b>33 New Opportunities, Inc</b><br/>23751 Hwy 30 East<br/>PO Box 427<br/>Carroll, IA 51401<br/>(712) 792-9266</p>                                    | <p><b>41 North Iowa Community Action</b><br/>300 15<sup>th</sup> Street NE<br/>Mason City, IA 50401<br/>(800) 657-5856</p>                              | <p><b>49 Siouxland WIC</b><br/>1014 Nebraska St.<br/>Sioux City, IA 51105<br/>(800) 587-3005 or (712) 279-6636</p>                          |
| <p><b>34 Family &amp; Community Health Alliance</b><br/>1328 2<sup>nd</sup> Ave S.E.<br/>Cedar Rapids, IA 52403<br/>(800) 205-0676 or (319) 366-7875</p> | <p><b>42 Clayton County VNA</b><br/>100 Sandpit Road<br/>PO Box 522<br/>Elkader, Iowa 52043<br/>(888) 836-7867 or (563) 245-1145</p>                    | <p><b>50 Webster County Health Department</b><br/>330 1<sup>st</sup> Avenue North, Suite L2<br/>Fort Dodge, IA 50501<br/>(800) 510-7756</p> |
| <p><b>35 Hillcrest Family Services</b><br/>220 West 7<sup>th</sup> St.<br/>Dubuque, IA 52001<br/>(563) 557-4444 or (877) 437-3942</p>                    | <p><b>43 Operation Threshold</b><br/>405 Chestnut<br/>Waterloo, IA 50704<br/>(800) 643-1629 or (319) 233-1851</p>                                       | <p><b>51 Johnson County Public Health</b><br/>855 South Dubuque St<br/>Iowa City, IA 52240<br/>(319) 356-6042</p>                           |
| <p><b>36 Edgerton Women's Health Center</b><br/>1510 East Rusholm Street<br/>Davenport, IA 52803<br/>(563) 359-6635</p>                                  | <p><b>45 Community Action of Southeast Iowa</b><br/>2850 Mt. Pleasant St, Suite 108<br/>Burlington, IA 52601<br/>(319) 753-0193 or (877) 854-5640</p>   | <p><b>52 Pottawattamie County</b><br/>300 West Broadway<br/>Suite 9, Omni Centre<br/>Council Bluffs, IA 51503<br/>(712) 328-5886</p>        |
| <p><b>37 MATURA Action Corporation</b><br/>203 West Adams<br/>Creston, IA 50801<br/>(641) 782-8431</p>   | <p><b>46 American Home Finding</b><br/>123 East Third Street, Suite 201<br/>Ottumwa, IA 52501<br/>(800)452-1098 or (641) 682-8784</p>                   | <p><b>53 Marion County Public Health</b><br/>104 South 6<sup>th</sup><br/>PO Box 152<br/>Knoxville, IA 50138<br/>(641) 828-2238</p>         |
| <p><b>38 Mid-Iowa Community Action</b><br/>1001 South 18<sup>th</sup> Ave.<br/>Marshalltown, IA 50158<br/>(800) 390-5293</p>                             | <p><b>47 Upper Des Moines Opportunity, Inc.</b><br/>101 Robins Street<br/>PO Box 519<br/>Graettinger, IA 51342<br/>(800) 245-6151 or (712) 859-3885</p> |   |