

WIC MADE EASY

Big changes came to our local WIC (Women, Infants and Children) program last spring. We launched the new digital system, which utilized a “card” form of payment and a phone app. The card is swiped at the grocery store, as one would with a debit or credit card, and the approved foods are paid for.

Participants still have access to the same healthy foods which include: milk, cheese, yogurt, fruits and vegetables, whole grains, peanut butter or dried beans, cereal, eggs and juice. Infant foods are also included when appropriate. WIC continues to provide nutrition education at scheduled appointments with our nursing staff, but between appointments, benefits can be added via a telephone call. This has been a big plus for our families, especially during the winter months!

Client response to the card has been very positive. Shopping is easier and more discreet. Shoppers can get only what they need on that day, rather than having to buy everything listed on a voucher. A simple 4-digit PIN number keeps the card safe.

The phone app provides an up-to-the-minute shopping list of foods available, along with a “food finder” which allows a grocery item to be “scanned” prior to going to the check out, to guarantee that it is a WIC allowed food item. The app also lists upcoming appointments and has shopping, health and nutrition tips, recipes and breastfeeding information.

WIC is a food supplement and nutrition education program for pregnant and postpartum women, infants and children up to age 5. Eligibility is based on family size and income. WIC is provided through Goodhue County Health and Human Services with locations in Red Wing, Zumbrota, Kenyon and Cannon Falls.

To get more information, to set up an appointment or to see if you qualify for WIC please call the WIC office at 651-385-6120 (426 West Ave, Red Wing).

This institution is an equal opportunity provider.