

Boost WIC Shopping & Increase Spending in TN Stores

*Created in partnership with the Tennessee
Grocers and Convenience Store Association*



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ABOUT TJC

The mission of the Tennessee Justice Center (TJC) is to use the law to advance economic, racial, and social justice by relentlessly working for and with Tennesseans seeking better lives for themselves and their neighbors.

We help Tennesseans one-by-one and then take what we learn from their stories to advocate for large-scale healthcare and nutrition policy changes that help others experiencing similar situations. In addition to helping individuals, we use the law and advocacy to ensure that Tennesseans can meet their most basic needs and have a pathway to opportunity.

FREE HELP

We provide **free direct services** to help Tennesseans navigate some healthcare and nutrition public benefits programs, such as TennCare, SNAP, and WIC.

TRAININGS & RESEARCH

We provide **education, trainings, and research** to help inform the community and advocates about how to navigate programs that provide healthcare and nutrition assistance. We also provide education on how we can improve and protect these programs.

LITIGATION

We **identify and fix legal issues** that prevent public programs from working as they should, ensuring that our healthcare system is fair and just for all.

PROGRAMS OF FOCUS AT TJC

★ TennCare

Tennessee's Medicaid program that offers free health insurance to pregnant women, children, caretaker relatives of children under 19, some adults aged 65 and older, and individuals with disabilities.

★ Medicare Savings Program

Medicare Savings Program (MSP) helps people pay for Medicare costs. You might know it as QMB, SLMB, QI, or QDWI.

★ CoverKids

Tennessee's Children's Health Insurance Program (CHIP) offers free or low cost health coverage to pregnant women and children.

★ TennCare LTSS

TennCare Long Term Support Services (LTSS) programs help pay for facility or home care for individuals with disabilities or older adults.

★ WIC

Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) supports low-income pregnant, breastfeeding, and postpartum people, along with children up to age 5, by covering food costs, offering healthcare referrals, and providing nutrition education and breastfeeding support.

★ SNAP

Supplemental Nutrition Assistance Program (SNAP) supplements family food budgets to promote access to healthy food & reduce food insecurity.

★ Summer EBT

Summer EBT provides grocery-buying benefits to low-income families with school-aged children when schools are closed for the summer.

★ School Meals for All

School Meals for All is a statewide campaign to ensure that every student in Tennessee has access to breakfast and lunch at school at no cost to their families.

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The remaining pages of this toolkit (beyond page 9) contain flyers and resources for your team to distribute. Please contact **nutrition@tnjustice.org** for questions or more information.

THE SPECIAL SUPPLEMENTAL NUTRITION PROGRAM FOR WOMEN, INFANTS, AND CHILDREN (WIC)

WIC is the nation's premier public health and nutrition program. WIC provides eligible individuals an EBT card to buy groceries, individualized nutrition counseling, breastfeeding support and education, and referrals to other health and social services.

Who is Eligible?

- Infants and children up to age 5
- Individuals during pregnancy, 6 months postpartum if not breastfeeding, and up to 1 year postpartum if breastfeeding
- Primary caregivers (single fathers, aunts and uncles, grandparents, foster partners, etc.) can apply for WIC benefits for eligible children in their care

TJC RESEARCH

TJC partnered with the Tennessee Grocers and Convenience Store Association (TGCSA) to research the WIC shopping experience, from both the vendor and shopper perspective. TJC used a mixed methods research design, combining qualitative and quantitative data collection methods to comprehensively understand the intricacies of the WIC transaction.

Surveys

Surveyed **91 grocers** and **356 people** who currently participate, have participated, or have never participated in WIC about their shopping experience and knowledge of WIC.

Interviews

Interviewed **13 individuals** who worked in or oversaw WIC authorized stores about their experience as a WIC vendor and knowledge of the program.

Focus Groups

Conducted **6 focus groups**, all with individuals who are eligible for WIC but not participating to understand perceptions of WIC and barriers to access.

Takeaways

The research revealed that grocers can improve the WIC shopping experience for the shopper and vendor and reduce confusion in stores by the following ways:



Increase WIC knowledge among store staff



Familiarize store staff with WICShopper app and promote it to customers



Incorporate consistent WIC labeling practices that reflect customer needs

INCREASE WIC KNOWLEDGE AMONG STORE STAFF

Many grocers are familiar with WIC, but WIC program details can be tricky to remember. Increased education for store staff means better answers to WIC customers' questions. If staff training includes a comprehensive overview of the WIC program, then staff are more equipped to answer questions and customers will feel more confident using their benefits. This could have a positive impact on work efficiency, store flow, customer satisfaction, and customer retention.

How were you trained on WIC? (multiple responses allowed) n=80	Frequency	Percent
I was trained by the WIC office or health department	51	64%
I was trained by the store management	36	45%
I did not receive training on WIC	7	9%
Unsure	0	0%
Other	2	3%

Figure 1: Grocers were asked how they were trained on WIC. Seven grocers responded that they did not receive training on WIC, while the majority of respondents received some level of WIC education or training.



Staff who are knowledgeable about WIC can help customers spend more of their WIC dollars!

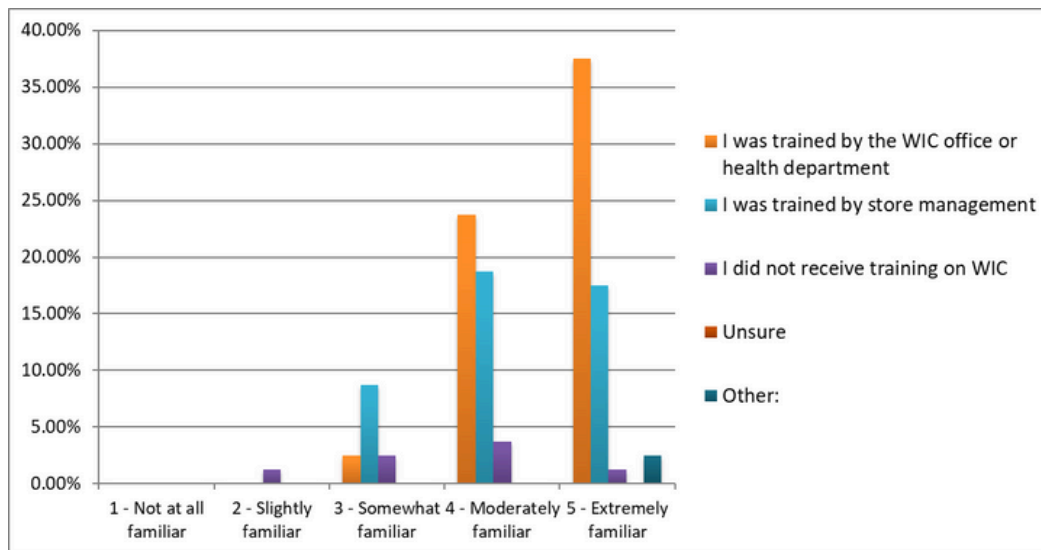


Figure 2: Store staff familiarity of WIC was compared to how store staff were trained. As shown in the graph, store staff that expressed moderate or extreme familiarity with WIC were most likely to have been trained by the WIC office or health department or store management.

The grocery store staff are knowledgeable about WIC and can answer my questions. n=248	Frequency	Percent
Strongly agree	126	51%
Somewhat agree	31	13%
Neither agree nor disagree	23	9%
Somewhat disagree	20	8%
Strongly disagree	33	13%
Do not use/not applicable	15	6%

Figure 3: WIC participants were asked about the ability of store staff to answer their WIC-related questions. Only 50.81% of respondents stated that they strongly agreed that store staff were knowledgeable about WIC and could answer their questions.

The significant difference in responses from grocers (Fig. 1) and WIC customers (Fig. 3) around store staff knowledge of WIC and ability to answer questions indicate a need to bolster WIC training and increase knowledge among grocer staff.

INCREASE WIC KNOWLEDGE AMONG STORE STAFF



Food Packages

WIC participants commonly voiced that WIC vendors did not know enough about the benefit package. Further education in this topic could help store flow.



WICShopper App

Education about the WICShopper app, such as how to encourage customers to download the app and the app's benefits, would help both staff and shoppers.



Stigma around WIC

Despite advancements, customers may still experience stigma when using WIC benefits. Training staff about WIC can help make customers comfortable shopping.



Processing Order of WIC & SNAP

Grocers voiced that customers were not getting the best "bang for their buck." Train staff to process payment with WIC cards before SNAP cards.

In general, about how much of your WIC food package benefits do you use each month?

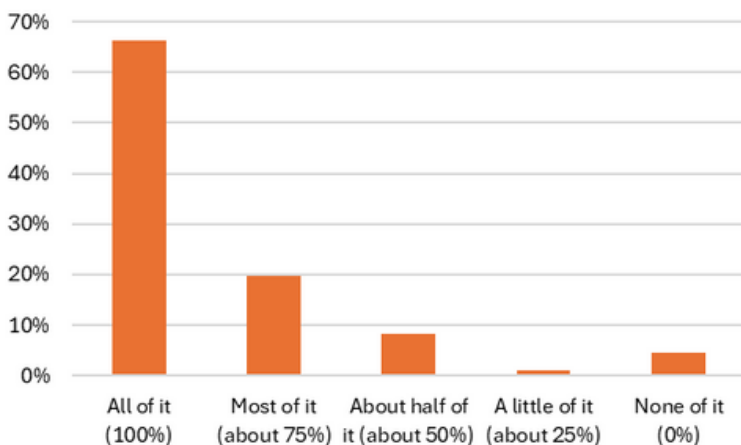


Figure 4: This chart shows that *only 66%* of respondents report using all of their WIC food package benefits each month.

This means that **WIC dollars are going unspent in Tennessee stores**. Improvements to the shopping experience could help customers spend more of their dollars in Tennessee stores, which would increase the economic gain of stores and increase the intake of nutritious food among WIC customers.

Why don't you use all of your WIC benefits each month?
"I never know what I can get and can't get."
- WIC Participant

Takeaways

Both grocers and WIC customers express confusion about WIC benefits. More education for grocer staff could bridge the knowledge gap. Training staff about WIC food package differences, advertising and downloading the WICShopper app, addressing the stigma associated with WIC, and processing WIC before SNAP benefits for maximum redemption can increase benefit spending and reduce hunger.

Recommendations

- Provide store staff with the [TN WIC Shopping Guide](#).
- Encourage staff and shoppers to download the WICShopper app.
- Conduct trainings to reduce stigma of government programs and to ease the transaction experience.
- Educate staff about processing WIC payments for BOGOs, products on sale, etc.
- Train cashiers to process WIC benefits before SNAP to give the shopper the most benefits possible.

UNDERSTAND THE WICSHOPPER APP AND PROMOTE TO CUSTOMERS

The WICShopper app is a resource for shoppers that can (1) scan barcodes to verify a product's WIC eligibility, (2) locate nearby WIC vendors, (3) view remaining balances, and more! The app is available to everyone, and can help grocers learn the details of the WIC food package.

The WICShopper app is a very useful tool that can make WIC shopping easier for the vendor and WIC customer.



The TN WICShopper app is easy to use. n=280	Frequency	Percentage
Strongly agree	185	66%
Somewhat agree	30	11%
Neither agree nor disagree	5	2%
Somewhat disagree	30	11%
Strongly disagree	4	1%
Do not use/not applicable	26	9%

Figure 5: WIC-eligible individuals were asked about the ease of use of the WICShopper app. Overwhelming, individuals stated that they agreed, either strongly or somewhat, that it was easy to use.



"The app is very helpful... A lot of customers that switch to the app have found it to be a much better shopping experience."
- WIC Grocer



45% of store staff respondents selected they were taught how to use the WICShopper app. Increased education about this resource may reduce store staff's confusion of the WIC food packages, especially since WIC customers continue to highlight its helpfulness.

Takeaways

The WICShopper app is an effective tool for grocers and WIC participants. Displaying WICShopper app flyers throughout the store will increase awareness of this resource, which can reduce confusion about the WIC food package among store staff and customers. Using the WICShopper app may help customers spend more of their WIC dollars in stores by informing them about what they can buy with their WIC benefits.

Recommendations

- Encourage store staff to download the WICShopper app and understand the barcode scanner tool.
- Display WICShopper app signage in English, Spanish, and Arabic (available at the end of the toolkit) throughout stores; specifically, in the baby food aisle, dairy section, and where participants are likely to look for WIC food package items.
- Advertise if Wi-Fi is available in your store for shoppers to use the app.



The WICShopper app is helpful. The store manager isn't called out as much to deal with issues at check-out.
- WIC vendor in Memphis

CONSISTENT WIC LABELING TO REFLECT CUSTOMER NEEDS

Labeling is Important

Many WIC customers report that they have trouble finding WIC approved products in their store. Customers who can easily identify WIC products face less confusion and have fewer questions. Products must be labeled accurately, so grocery stores can reduce frustration during checkout when WIC customers accidentally try to purchase ineligible products.

The WIC approved foods are clearly labeled in the store.	Frequency	Percent
n=248		
Strongly agree	127	51%
Somewhat agree	37	15%
Neither agree nor disagree	16	6%
Somewhat disagree	32	13%
Strongly disagree	24	10%
Do not use/not applicable	12	5%

Figure 6: 66.11% of WIC participant respondents agreed that WIC approved foods are clearly labeled in the store, while 22.57% disagreed that WIC approved foods are clearly labeled in the store.

Why don't you use all of your WIC benefits each month?
"Can't seem to find WIC approved products in my store"
- WIC Participant

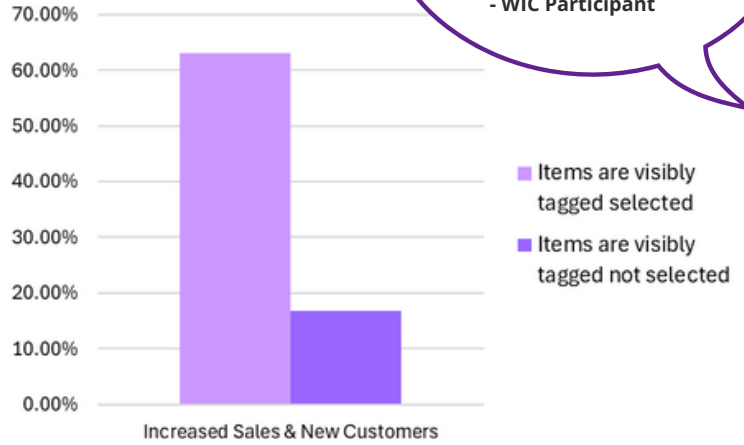


Figure 7: More than 60% of grocers who selected that WIC approved items were visibly labeled in their store mentioned increased sales and new customers as benefits of being a WIC vendor. Whereas less than 20% of those who did NOT select that their items were visibly tagged reported increased sales and customers.

These findings show that labeling WIC approved items helps customers spend more WIC dollars!

Takeaways

Correct labeling and targeted resources may help WIC customers locate WIC products with more ease and support WIC customers to spend more of their benefits. If WIC-detailed labeling is not possible, advertising resources like the TN WIC Shopping Guide and WICShopper app can help.

Recommendations

- Implement WIC labeling options that are both manageable for your store staff & beneficial for WIC customers.
- Make the [TN WIC Shopping Guide](#) available to show WIC customers pictures of eligible products.
- Display the WICShopper app flyer in English, Spanish, and Arabic (available at the end of the toolkit) and encourage customers to use the app to reduce confusion.
- Share the [TN WIC website](#) and [TN WIC clinic contact information list](#) with customers who have questions that store staff cannot answer.
- Tell WIC customers that they can request a receipt of their current benefit package before they shop.
- Display WIC flyers in English, Spanish, Arabic, and Ukrainian (available at the end of the toolkit) in sections of the grocery store where WIC products are concentrated (dairy, baby foods, grains, etc.).
- Post the WIC cash value benefit flyer in English, Spanish, and Arabic (available at the end of the toolkit) in the produce section.

SUMMARY

RESEARCH REVEALED THAT WIC DOLLARS ARE GOING UNSPENT IN TENNESSEE STORES.

However, grocers can boost WIC sales in their stores by:

1. Increasing WIC knowledge among store staff
2. Familiarizing store staff with the WICShopper app and promoting it to customers
3. Incorporating consistent WIC labeling practices that reflect customer needs



INCREASE WIC BENEFIT SPENDING. REDUCE HUNGER IN TENNESSEE.

The remaining pages of this toolkit contain flyers and resources for your team to distribute.

Please contact nutrition@tnjustice.org for questions or more information.



WIC

A Program for Women, Infants, & Children's Health



What are the Benefits?

- WIC card with funds to buy nutritious food
- Nutrition education and counseling
- Referrals to other health and social services
- Breastfeeding education and support

Who is Eligible?

- Pregnant, postpartum, and breastfeeding women
- Infants and children up to age 5
- Primary caregivers (such as dads, grandparents, and foster parents) can apply for benefits for the child
- Individuals below income limit OR enrolled in SNAP, TennCare, or TANF
- Tennessee residents - you do not need to have legal status

Visit this website to see if you're eligible to enroll: <http://bit.ly/WICenroll>

How to Apply?

Call the Health Department to schedule an appointment at your local WIC office: 800-342-5942, or visit this website to find the WIC office closest to you: <http://bit.ly/WIClearn>

What to Bring to Your First WIC Appointment?

Bring one item from each category:

1. Proof of Identity

Driver's License
Passport
Social Security Card
Birth Certificate
Hospital ID Bracelet
Vaccine Records

2. Proof of TN Residency

Utility bill or receipt
Rent or mortgage receipt
Mail with your name and address
Hotel or motel receipt

3. Proof of Income

SNAP, TennCare, or TANF card
Paycheck Stub
Bank Statement
Tax Return

4. Proof of Pregnancy (if pregnant)

See tnjustice.org/antihunger#wic for more info



WIC

Un Programa para la Salud de Mujeres, Bebés, y Niños



¿Cuáles son los Beneficios?

- Tarjeta WIC con fondos disponibles para comprar comida nutritiva
- Educación y orientación sobre nutrición
- Derivaciones para acceder a otros servicios de salud y sociales
- Educación sobre lactancia y apoyo

¿Quién es Elegible?

- Mujeres encintas, posparto y que dan el pecho
- Bebés y niños hasta los 5 años de edad
- Cuidadores principales (tales como papás, abuelos y padres de acogida) pueden solicitar los beneficios para el niño
- Individuos por debajo del límite de ingresos o inscritos en SNAP, TennCare o TANF
- Residentes de Tennessee – NO necesitan contar con personalidad jurídica

Visitar este sitio web para ver si usted es elegible para inscribirse: <http://bit.ly/WIClearn>

¿Cómo Solicitar la Cita?

Llamar al Departamento de Salud para programar una cita en su oficina WIC local: 800-342-5942, o visite este sitio web para encontrar la oficina WIC más cercana a usted: <http://bit.ly/WIClearn>

¿Qué Traer a su Primera Cita de WIC?

Traiga un artículo de cada categoría

1. Prueba de identidad

Licencia de conducir
Pasaporte
Tarjeta de seguro social
Certificado de nacimiento
Pulsera de identificación del hospital
Registros de vacunación

2. Prueba de residencia en TN

Recibo o factura de servicios públicos reciente
Recibo de alquiler o hipoteca
Correspondencia con el nombre y dirección de usted
Recibo de hotel o motel

3. Prueba de ingresos

Tarjeta SNAP, TennCare o TANF
Talón de pago
Extracto bancario
Declaración de impuestos

4. Prueba de embarazo (si estás embarazada)

Ver tnjustice.org/antihunger#wic para más info.

برنامج لصحة السيدات وحديثي الولادة والأطفال

ما المزايا؟

- بطاقة برنامج WIC شاملة رصيد مالي لشراء أغذية مفيدة
- التوعية والمشورة فيما يخص التغذية
- الإحالات إلى الخدمات الصحية والاجتماعية الأخرى
- التوعية والدعم بخصوص الرضاعة الطبيعية



من المستحق؟

- السيدات الحوامل والوالدات حديثاً والمرضعات
- حديثو الولادة والأطفال حتى سن 5 أعوام
- مقدمو الرعاية الأساسيون (مثل الآباء والأجداد والآباء بالتبني) يمكنهم تقديم طلب للحصول على مخصصات للطفل
- الأفراد الذين يقل دخلهم عن حد الدخل أو المسجلين في SNAP أو TennCare أو TANF
- المقيمون في تينيسي - لستم بحاجة إلى إثبات الموقف القانوني

تفضلوا بزيارة هذا الموقع الإلكتروني لمعرفة ما إذا كنتم مستحقين التسجيل: <http://bit.ly/WICenroll>

ما الذي يجب إحضاره في زيارتك الطبية الأولى مع برنامج WIC؟

يجب إحضار شيء واحد من كل فئة:

1. إثبات الهوية:

- رخصة القيادة
- جواز السفر
- بطاقة الضمان الاجتماعي
- شهادة الميلاد
- سوار التعريف في المستشفى
- سجلات التطعيم

2. إثبات الإقامة في تينيسي

- فاتورة أو إيصال مرافق
- إيصال الإيجار أو الرهن العقاري
- بريد مع اسمك وعنوانك
- إيصال فندق أو نزل

3. إثبات الدخل

- بطاقة SNAP أو TennCare أو TANF
- كعب شيك الراتب
- كشف حساب مصرفي
- إقرار ضريبي

4. إثبات الحمل (في حالة الحمل)

تفضلوا بالاطلاع على

www.tnjustice.org/antihunger#wic

لمزيد من الأمثلة

ما كيفية تقديم الطلب؟

تفضلوا بالاتصال بوزارة الصحة لتحديد موعد للزيارة في عيادة برنامج WIC المحلية التابعة لكم: 800-342-5942، أو زيارة هذا الموقع الإلكتروني لمعرفة أقرب عيادات WIC إليكم: <http://bit.ly/WIClearn>



Программа по здоровью женщин, младенцев, и детей



Какие пособие?

- Карточка WIC для покупки еды.
- Советы и обучение по вопросам питания.
- Направления в другие медицинские и социальные службы.
- Обучение и поддержка грудного вскармливания.

Кто имеет право?

- Беременные, послеродовые и кормящие женщины.
- Младенцы и дети до 5 лет.
- Основные опекуны (папы, бабушки и дедушки, приемные родители) могут подать заявление на получение пособия для ребенка.
- Лица с доходом ниже установленного предела ИЛИ зарегистрированные в программах SNAP, TennCare или TANF.
- Жители Теннесси – вам не обязательно иметь легальный статус.
- Посетите этот веб-сайт, чтобы узнать, имеете ли вы право на регистрацию : <http://bit.ly/WICenroll>

Что взять с собой на первый прием по программе WIC?

Принесите один предмет из каждой категории:

- 1. Подтверждение личности:**
Водительское удостоверение
Паспорт
Карта социального страхования
Свидетельство о рождении
Больничный идентификационный браслет
Записи о вакцинах
- 2. Подтверждение проживания в штате Теннесси.**
Счет за коммунальные услуги или квитанция
Квитанция об аренде или ипотеке
Почта с вашим именем и адресом
Квитанция из отеля или мотеля
- 3. Подтверждение дохода**
Карточка SNAP, TennCare или TANF
Квитанция о зарплате
Выписка из банка
Налоговая декларация
- 4. доказательство беременности (если беременна)**
See tnjustice.org/antihunger#wic for more info

Как подать заявку?

Позвоните в Департамент здравоохранения, чтобы записаться на прием в местный офис WIC: 800-342-5942, или посетите сайт, чтобы найти ближайший к вам офис WIC: <http://bit.ly/WIClearn>

WHAT'S IN THE WIC FOOD PACKAGE?

FACTS ABOUT THE WIC FOOD PACKAGE:

- There are 7 different WIC food packages, and WIC adapts them to meet needs of clients.
- The food package is based on the quantity of the product, so if the product is in your package, it can be purchased regardless of price.
- Additionally, there are dollars (known as the Cash Value Benefit) that can be spent on your choice of fruits and vegetables in the grocery store.
- **Remember, not every product is for every participant!**

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) provides nutritious foods that are tailored to YOU!

	Fruits & Vegetables	Dairy	Grains	Proteins
Infants (Birth to 11 months)	Fruits and vegetables (jarred infant food or Cash Value Benefit) ◆	Formula (only provided for children that are partially or not at all breastfed)	Infant cereal ◆	Baby food meat (only for fully breastfed infants) ◆
Children (1 to 4 years)	Juice, \$26 for fruits and vegetables	Milk (cow's milk, lactose-free, or plant-based such as soy) tofu, yogurt, cheese, etc. ★	Cereal, whole grains (whole wheat breads and pastas, whole grain rice, oatmeal, and more) ★	Eggs, canned fish, dry legumes or canned legumes, peanut butter (or other nut and seed butter) ★
Pregnant & partially breastfeeding or fully breastfeeding (benefits for up to one year)	Juice, \$47-\$52 for fruits and vegetables	Milk (cow's milk, lactose-free, or plant-based such as soy), tofu, yogurt, cheese, etc. ★	Cereal, whole grains (whole wheat breads and pastas, whole grain rice, oatmeal, and more) ★	Eggs, canned fish, dry legumes or canned legumes, peanut butter (or other nut and seed butter) ★
Postpartum, not breastfeeding (benefits for up to 6 months)	Juice, \$47 for fruits and vegetables	Milk (cow's milk, lactose-free, or plant-based such as soy), tofu, yogurt, cheese, etc. ★	Cereal, whole grains (whole wheat breads and pastas, whole grain rice, oatmeal, and more) ★	Eggs, canned fish, dry legumes or canned legumes, peanut butter (or other nut and seed butter) ★

Talk to your local WIC clinic to know exactly what products would be included in your food package!

See [USDA's website](#) for more information about the different food packages.

★ Allowed upon TN WICs approval ◆ Allowed once infant turns 6 mo. old

¿QUÉ HAY EN EL PAQUETE DE ALIMENTOS DE WIC?

DATOS SOBRE EL PAQUETE DE ALIMENTOS DE WIC:

- Hay 7 paquetes diferentes de alimentos de WIC, y WIC los adapta para satisfacer las necesidades de los clientes.
- El paquete de alimentos se basa en la cantidad del producto, por lo que si el producto está en su paquete, se puede comprar independientemente del precio.
- Además, hay dólares (conocidos como el beneficio de valor en efectivo) que se pueden gastar en su elección de frutas y verduras en la tienda de comestibles.
- **Recuerde, no todos los productos son para todos los participantes.**

El programa complementario especial de nutrición para Mujeres, Bebés y Niños (Women, Infants and Children, WIC) proporciona alimentos nutritivos a la medida para USTED.

	Frutas y verduras	Lácteos	Granos	Proteínas
Bebés (Desde el nacimiento hasta los 11 meses)	Frutas y verduras (en frascos de comida para bebés o beneficio de valor en efectivo) ◆	Fórmula (solo se proporciona para niños que son parcialmente alimentados con leche materna o que no la consumen en lo absoluto)	Cereal para bebé ◆	Carne en alimentos para bebé (solo para bebés alimentados totalmente con leche materna) ◆
Niños (1 a 4 años)	Jugo, \$26 para frutas y verduras	Leche (leche de vaca, sin lactosa, o de origen vegetal, como la de soya) tofu, yogur, queso, etc. ★	Cereales, granos integrales (trigo integral en panes y pastas, arroz integral, avena y más) ★	Huevos, conservas de pescado, legumbres secas o legumbres enlatadas, mantequilla de maní (u otras de frutos secos y semillas) ★
Embarazadas y parcialmente amamantando o amamantando como único alimento (beneficios por hasta un año)	Jugo, \$47-\$52 para frutas y verduras	Leche (leche de vaca, sin lactosa, o de origen vegetal, como la de soya), tofu, yogur, queso, etc. ★	Cereales, granos integrales (trigo integral en panes y pastas, arroz integral, avena y más) ★	Huevos, conservas de pescado, legumbres secas o legumbres enlatadas, mantequilla de maní (u otras de frutos secos y semillas) ★
Posparto, no amamantando (beneficios por hasta 6 meses)	Jugo, \$47 para frutas y verduras	Leche (leche de vaca, sin lactosa, o de origen vegetal, como la de soya), tofu, yogur, queso, etc. ★	Cereales, granos integrales (trigo integral en panes y pastas, arroz integral, avena y más) ★	Huevos, conservas de pescado, legumbres secas o legumbres enlatadas, mantequilla de maní (u otras de frutos secos y semillas) ★

Hable con su clínica local de WIC para saber exactamente qué productos se incluirían en su paquete de alimentos. Consulte el sitio web de USDA para obtener más información sobre los diferentes paquetes de alimentos.

ما الذي تشمله حزمة أغذية برنامج WIC؟

حقائق حول حزمة أغذية برنامج WIC:

- توجد 7 حزم مختلفة من أغذية برنامج WIC، حيث يعمل برنامج WIC على تكييفها لتلبية احتياجات العملاء.
- تعتمد حزمة الأغذية على كمية المنتج، لذلك إذا كان المنتج ضمن حزمك، فيمكن شراؤه بغض النظر عن السعر.
- بالإضافة إلى ذلك، يوجد مبلغ من الدولارات (يُعرف باسم ميزة القيمة النقدية) يمكن إنفاقه على الفواكه والخضروات في متجر البقالة.
- تذكر أن كل المنتجات ليست متاحة لكل المشاركين!

برنامج
التغذية
الكيميائية للنساء
والرضع والأطفال
(WIC) يوفر حزمة
أطعمة مغذية مصممة
خصيصاً لك!

البروتينات	الحبوب	الألبان	الفواكه والخضروات	الرضع (من الولادة حتى 11 شهراً)
لحم أغذية الأطفال (قطط للأطفال) الذين يرضعون طبيعياً بشكل كامل	حبوب الإفطار للرضع	الحليب الاصطناعي (متوفر فقط للأطفال الذين يرضعون طبيعياً بشكل جزئي أو لا يرضعون طبيعياً على الإطلاق)	الفواكه والخضروات	
البيض أو الأسماك المعلبة أو الفوليات الجافة أو الفوليات المعلبة، زبدة الفول السوداني (أو زبدة البندق والبيور الأخرى)	حبوب الإفطار، الحبوب الكاملة (القمح الكامل الخبز والمعكرونة، أرز الحبوب الكاملة، دقيق الشوفان، والكثير غير ذلك)	ر، خالي من اللاكتوز أو من مصدر نباتي مثل حليب الصويا)، القوف، الزبادي "الروب"، الجبن، وما إلى ذلك	عصير، 26 دولاراً للفواكه والخضروات	الأطفال (من 1 إلى 4 سنوات)
البيض أو الأسماك المعلبة أو الفوليات الجافة أو الفوليات المعلبة، زبدة الفول السوداني (أو زبدة البندق والبيور الأخرى)	حبوب الإفطار، الحبوب الكاملة (القمح الكامل الخبز والمعكرونة، أرز الحبوب الكاملة، دقيق الشوفان، والكثير غير ذلك)	الحليب (حليب الأبقار، خالي من اللاكتوز أو من مصدر نباتي مثل حليب الصويا)، القوف، الزبادي "الروب"، الجبن، وما إلى ذلك	عصير، من 47 دولاراً إلى 52 دولاراً من أجل الفواكه والخضروات	النساء اللواتي يرضعن طبيعياً بشكل جزئي أو يرضعن طبيعياً بشكل كامل (مزايًا لمدة تصل إلى عام واحد)
البيض أو الأسماك المعلبة أو الفوليات الجافة أو الفوليات المعلبة، زبدة الفول السوداني (أو زبدة البندق والبيور الأخرى)	حبوب الإفطار، الحبوب الكاملة (القمح الكامل الخبز والمعكرونة، أرز الحبوب الكاملة، دقيق الشوفان، والكثير غير ذلك)	الحليب (حليب الأبقار، خالي من اللاكتوز أو من مصدر نباتي مثل حليب الصويا)، القوف، الزبادي "الروب"، الجبن، وما إلى ذلك	عصير، 47 دولاراً للفواكه والخضروات	بعد الولادة، النساء اللواتي لا يرضعن طبيعياً (مزايًا لمدة تصل إلى 6 أشهر)

تحدث إلى عيادة برنامج WIC المحلية لديك لكي تعرف بالضبط المنتجات التي سيتم تضمينها في حزمة أغذيتك!
اطلع على موقع وزارة الزراعة الأمريكية (USDA) للحصول على مزيد من المعلومات حول حزم الأغذية المختلفة.

DOWNLOAD WICSHOPPER APP!

Makes shopping with
WIC benefits easier!

- ✓ Scan products
- ✓ Check benefit package
- ✓ View upcoming appointments
- ✓ Locate nearest WIC store
- ✓ Learn new recipes

SCAN TO DOWNLOAD



Available for iOS & Andoid products



¡DESCARGUE WICSHOPPER APP!

¡Hace que comprar con los beneficios de WIC sea más fácil!

- ✓ Escanear productos
- ✓ Comprobar el paquete de beneficios
- ✓ Ver las próximas citas
- ✓ Localizar la tienda WIC más cercana
- ✓ Aprender nuevas recetas

ESCANEA PARA DESCARGAR

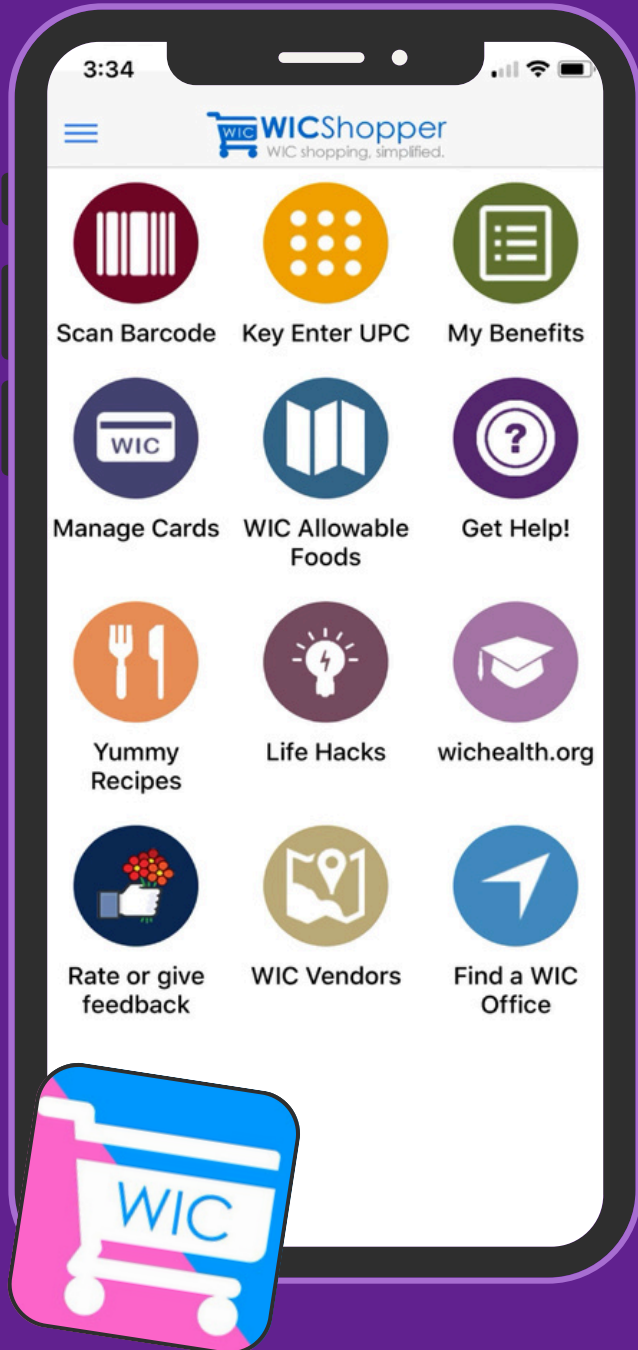


Disponible para productos iOS e Android



تنزيل تطبيق

WICSHOPPER APP!



يجعل التسوق بمزايا
WIC أسهل!

- ✓ امسح المنتجات ضوئياً
- ✓ تحقق من حزمة المزايا
- ✓ اطلع على المواعيد القادمة
- ✓ حدد موقع أقرب متجر WIC
- ✓ تعلم وصفات جديدة

امسح الرمز ضوئياً للتنزيل



Available for iOS & Andoid products



WIC CASH VALUE BENEFIT

Get fruits & veggies with your WIC benefits!

As a part of the WIC food package, participants get dollars each month to spend on fresh or frozen fruits and vegetables. Participants can choose the produce they want to purchase for themselves and their families!

**Additional Cash Value Benefits
Fruits & Vegetables Starting November 1, 2023**

Category	Amount
Child	\$26.00
Pregnant & Postpartum	\$47.00
Breastfeeding	\$52.00
Exclusively Breastfeeding with Multiples	\$78.00



BENEFICIOS DEL VALOR EN EFECTIVO DE WIC

¡Compra frutas y verduras con sus beneficios de WIC!

Como parte del paquete de alimentos de WIC, los participantes reciben dólares cada mes para gastar en frutas y verduras frescas o congeladas. ¡Los participantes pueden elegir los productos agrícolas que desean comprar para ellos y sus familias!

Beneficios adicionales de valor en efectivo
Frutas y verduras empezando el 1 de noviembre 2023

Categoría	Cantidad
Niños	\$26.00
Embarazada y posparto	\$47.00
Lactancia	\$52.00
Lactancia materna exclusiva con bebés múltiples	\$78.00

Llama a la oficina de WIC en su condado para inscribirse:

tn.gov/wic-clinics

مزايا القيمة النقدية لبرنامج WIC

احصل على الفواكه والخضروات مع مزايا برنامج WIC!

كجزء من حزمة الطعام في برنامج WIC، يحصل المشاركون على مبلغ مالي كل شهر لإنفاقه على الفواكه والخضروات الطازجة أو المجمدة. يمكن للمشاركين اختيار المنتجات التي يرغبون في شرائها لأنفسهم ولأسرهم!

مزايا القيمة النقدية الإضافية
الفواكه والخضروات ابتداء من 1 نوفمبر 2023

المبلغ	الفئة
\$26.00	طفل
\$47.00	الحمل وما بعد الولادة
\$52.00	الرضاعة الطبيعية
\$78.00	الرضاعة الطبيعية الحصرية للتوائم

اتصل بمكتب WIC في مقاطعتك لتسجيل الاشتراك في WIC:

tn.gov/wic-clinics