



WIC Operations Update during COVID-19 Pandemic

In the midst of the COVID-19 pandemic and rising unemployment, Wisconsin WIC continues to serve WIC participants and encourages all eligible parents and guardians and expecting parents to sign up. In an effort to keep our WIC families and staff healthy at this time, we have moved our operations to virtual/telephone assistance. We are here to support you in the safest way possible.

If you have questions about your individual benefits or enrolling in WIC, please call us at 715-635-4400

COVID-19 Updates

WIC Benefits Remain Valid: WIC is not planning to make any changes to the way in which participants receive their benefits. Benefits are issued remotely to a participant's e-WIC card. Your e-WIC card will not be locked at the end of the month.

WIC Considers Both Future Income and Past Income: WIC considers your future income and/or past income to qualify for the program. This means that if you were recently laid off or furloughed, your future income is taken into account.

WIC Foods Are Still Available: Grocery stores are especially busy and stock levels for WIC-approved foods may be low. This is not a food shortage. WIC is encouraging participants to shop early in the morning to increase their likelihood of finding fully stocked shelves. While there have been social media messages encouraging non-WIC participants to avoid purchasing WIC-approved foods when possible, this does not mean that WIC-approved brands are off limits to anyone.

WIC Is Sharing the Facts: Due to the uncertainty around the ever-evolving COVID-19 pandemic, misinformation regarding WIC has been circulating. Wisconsin WIC has addressed these misconceptions on the website <https://wicmomstrong.com/>. The Washburn County Health Department is also providing up to date information on its website <https://www.co.washburn.wi.us/news/public-health/Coronavirus-Outbreak>. Here you can find resources for Washburn County residents, businesses, and families as well as answers to your COVID-19 questions.

WIC Remains in Touch: Wisconsin WIC is keeping participants updated with the latest information and providing resources during this time on Facebook and Instagram at @WICMomStrong. The Washburn County Health Department is providing COVID-19 updates and WIC updates on its Facebook at @WashburnCoHealthDept. You can also call us during normal business hours to talk to WIC staff regarding your individual benefits or enrollment at 715-635-4400.

Enrollment Information

WIC serves pregnant, postpartum, breastfeeding women, infants, and children under age 5 who have health or nutrition risks and meet income criteria. Many working families are part of WIC. Fathers, grandparents, and other caregivers of children under the age of 5 may also sign up kids for WIC. Foster children and Kinship Care recipients under age 5, and foster teens who are pregnant are eligible for WIC.

To be eligible for WIC in Wisconsin you must:

1. Live in Wisconsin
2. Be a pregnant or breastfeeding woman, woman within the first 6 months postpartum, infant up to age 1, or a child up to age 5
3. Have a health or nutrition need
4. Be income eligible – all sources of gross income, including overtime, in the household before any deductions are made. This also includes, but is not limited to, child support, unemployment, and Supplemental Security Income (SSI) payments. For more information about income eligibility, contact the Washburn County Health Department at 715-635-4400

For more information about qualifying for WIC, call the Washburn County Health Department at 715-635-4400 or visit <https://wicmomstrong.com/>

