

Learn how WIC's community resources can help your patients



You might be surprised...

As a busy physician these days, it's important to be able to extend patient services without extending your office hours. Did you know that partnering with WIC can help you provide follow-up and care continuity for patients?

WIC, the Special Supplemental Nutrition Program for Women, Infants, and Children, is the nation's most successful public health nutrition program. It can also improve your patients' knowledge of—and access to—food sources and community resources for a healthy pregnancy lifestyle.

ACOG and WIC: an innovative partnership

Over the past three years, ACOG worked together with the National WIC Association (NWA) and 32 local WIC agencies on the Community Partnership for Healthy Mothers and Children (CPHMC)*. CPHMC aims to reduce and prevent chronic disease by improving access to healthy food environments and disease prevention and management services, like WIC. The project garnered many community successes. Learn more about CPHMC and its impact: www.acog.org/wic

Now, it's your turn to help sustain the successful momentum—and apply the lessons learned to your community!

WHAT YOU CAN DO

1. Learn more about WIC.

Gain a better understanding of this credible—and incredible—program!

WIC helps your patients:

- Get prenatal care earlier
- Deliver healthier babies
- Receive support for breastfeeding
- Transform lifetime eating habits and implement healthy lifestyles

WIC also provides screening and referrals for healthcare and social services such as smoking cessation, substance abuse counseling, immunizations.


See for yourself—read more about WIC. www.signupwic.com

2. Refer your patients to WIC.


Encourage your patients to achieve better health outcomes for themselves and their families in communities where they live, work and play. **Refer your patients to WIC with these referral slips:**

3. Connect with WIC.

Encourage your patients to learn more about WIC.



The American College of Obstetricians and Gynecologists
WOMEN'S HEALTH CARE PHYSICIANS



WIC Rx
Healthy Pregnancy and Lifestyle Resources

Name _____ Date _____

Consider visiting WIC for these services to help you and your family stay healthy:

- Breastfeeding support
- Prenatal nutrition
- Child's healthy growth
- Healthy food and nutrition education
- Food shopping and preparation tips
- Other _____

Call 1-844-599-9714 or visit www.signupwic.com to learn more.

*Made possible with funding from the National WIC Association and the Centers for Disease Control and Prevention (CDC) and does not necessarily represent the views of CDC.

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National WIC Association