



1 INTRODUCTION/OVERVIEW

Effective: 06/1/96

1.1 Mission Statement

The mission of the Wisconsin WIC Program is to promote and maintain the health and well being of nutritionally at-risk pregnant, breastfeeding, and postpartum women, infants and children. A carefully defined package of supplemental nutritious foods is provided by WIC to address the specific needs of participants at important stages of human growth and development. Nutrition education and counseling are provided to address both the WIC participants immediate nutritional risk conditions and long-term goals to achieve improved dietary practices. In addition, WIC serves to link participants to other vital health care and social services that, in conjunction with improved nutrition, promote healthy lifestyles.