



WIWICSTRONG.COM



Wisconsin Department of Health Services
Division of Public Health
P-03118 (09/2025)

This institution is an equal opportunity provider.

WIC + YOU

The Women, Infants and Children Nutrition Program is about creating healthy Wisconsin families. We're here for moms who are pregnant, have an infant or a child under 5 – as well as dads, grandparents and foster parents. WIC provides:

- Help buying healthy foods.
- Education on nutrition, planning healthy meals, and shopping on a budget.
- Breastfeeding education and support.
- Referrals to doctors, dentists, and other community resources.

Families that qualify for BadgerCare Plus or Medicaid are typically eligible for WIC.
Healthy Happens Here. Visit wiwicstrong.com.