

# WIC NOT JUST FOR BABIES

# New Jersey WIC

# Look What You Can Save with NJ WIC!

WIC benefits are for children up to their 5th birthday, pregnant women, and breastfeeding mothers.

**Contact WIC today**

- ❖ Learn more at [nj.gov/health/fhs/wic](http://nj.gov/health/fhs/wic)
- ❖ To locate the WIC office nearest you call 1-800-328-3838 (24 hours).

**Take advantage of ALL that WIC has to offer.**

**Good food and a whole lot more!**

- ❖ Checks for healthy foods
- ❖ Nutrition education and wellness events
- ❖ Breastfeeding education and support
- ❖ Healthcare referrals

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To file a program complaint of discrimination, complete the [USDA Program Discrimination Complaint Form](http://www.ascr.usda.gov/complaint_filing_cust.html), (AD-3027) found online at: [http://www.ascr.usda.gov/complaint\\_filing\\_cust.html](http://www.ascr.usda.gov/complaint_filing_cust.html), and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

1. mail: U.S. Department of Agriculture  
Office of the Assistant Secretary for Civil Rights  
1400 Independence Avenue, SW  
Washington, D.C. 20250-9410;
2. fax: (202) 690-7442 or
3. email: [program.intake@usda.gov](mailto:program.intake@usda.gov).

This institution is an equal opportunity provider.



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## Helps You Grow Amazing Kids!



**Shopping with WIC Saves You Money.**  
Call 1-800-328-3838 for the WIC Office nearest you.

**Foods for Each Child**

**Average value \$55 per month**

WIC is your source of healthy meals and snack ideas for your child.

**Foods for a Pregnant Woman**

**Average value \$60 per month**

WIC provides healthy foods to help make sure mother and baby are healthy.

**Foods for a Breastfeeding Woman**

**Average value \$65 per month**

WIC gives breastfeeding moms more food.

# 1 My new WIC foods are fun!

**Now I am a toddler. I drink from a cup, not a baby bottle. I am ready to try your foods.**



**I'm just learning to talk, but I know many other ways to communicate without words.**

- ❖ I know when I am hungry and full. I will provide the signals, if you pay attention, you won't miss my cues.
- ❖ I like little surprises! Serve me a food you know I like with a new food. Keep trying, it might take more than a few tries.
- ❖ Let's start small. Try 1 tablespoon sized serving of a new food.
- ❖ I might spit out a food that tastes good, while I am learning to move food to the back of my mouth.
- ❖ Just like you, someday I am hungrier than others. Don't worry if I am not interested in a meal or a snack.

**Give me safe foods.**

- ❖ I need soft, bite size foods.
- ❖ Thin sliced foods are easy.
- ❖ Let's skip foods I can choke on: raw hard vegetables, nuts, popcorn, dried fruits, chunks of meat, and hard candy.

**Learn more about how one-year-olds eat at [www.NJWICOnline.org](http://www.NJWICOnline.org).**

**Ideas to try:**

# 2 Look what I can do!

**I like to say no! It's my way of saying I want to do things for myself.**



**I like to make some choices.**

- ❖ If you buy mostly healthy foods, let me make choices between them.

**I like routines. Steps to make our family mealtimes relaxed:**

- ❖ Shut off the TV and cell phone, and wash our hands.
- ❖ Help me into my high chair or booster seat at the table with the family.
- ❖ Don't forget – I only use a kid size spoon or fork, plate and cup.

**I can eat and will learn to like most foods. Notice the signals I give you that mean I am full.**

- ❖ Let's start with small portions, and help me to learn that I can ask for more.
- ❖ Don't beg me to eat, or fix other foods for me.
- ❖ Let me change my mind. I may like a food one day and not the next.

**Check out the Healthy Eating Lesson on [www.NJWICOnline.org](http://www.NJWICOnline.org).**

- ❖ It's all about Growing a Healthy Child.

**Ideas to try:**

# 3 Please play with me!

**I feel good when I help. I will probably eat better too!**



**I like to help you to shop, prepare & clean up meals together.**

- ❖ Let me pick out the fruit and veggies at the store and rinse them before we eat.
- ❖ I can put things on the table, and in the trash.
- ❖ Let's name and count the foods just for fun.

**You can help me learn to keep our family meals relaxing.**

- ❖ If you hold the bowl, I can take a spoonful of food.
- ❖ Let's practice to say "Please" and "Thank You."
- ❖ Please say you are proud of me.

**Learn more at [www.NJWICOnline.org](http://www.NJWICOnline.org).**



**Ideas to try:**

# 4 I can ask for more!

**Help me be healthy!**



**Help me to remember to eat only when I am hungry.**

- ❖ I like it when you let me decide how much to eat.
- ❖ It is fun when I listen to my body for the "I am full" signal.
- ❖ I like family mealtime when we talk, respect each other, and get connected.

**Teach me how foods help me grow and learn.**

- ❖ Grains give me energy to grow and think.
- ❖ Vegetables and fruits help my body fight germs and stay healthy.
- ❖ Milk builds strong bones and teeth.
- ❖ Meat and beans make strong blood and muscles.

**I am excited about starting school but you will always be my favorite teacher!**

- ❖ Thank you for setting a good example. Sooner or later, I will do as you do.
- ❖ Let's learn more about healthy eating on [www.NJWICOnline.org](http://www.NJWICOnline.org).

**Ideas to try:**