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Division of WIC services : who we are and what we do

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Division of WIC Services

Who We Are and What We Do

The Mission

To safeguard the health of low-income women, infants, and children to age 5 who are at nutritional risk by providing nutritious foods to supplement diets, information on healthy eating including breastfeeding promotion and support, and referrals to health care.



Nutrition Education

WIC nutrition education emphasizes the relationship between nutrition, physical activity, and health with special emphasis on the nutritional needs of pregnant, postpartum, and breastfeeding women, infants and children under five years of age. WIC supplemental nutrition leads to improved nutritional status and prevents nutrition-related chronic disease. Our providers also raise awareness about the dangers of using drugs and other harmful substances during pregnancy and while breastfeeding.

Breastfeeding

WIC offers guidance from knowledgeable staff, including breastfeeding peer counselors, Certified Lactation Counselors, and International Board Certified Lactation Consultants; telehealth appointments; support groups; online and printed educational materials; access to breast pumps; and “How To Breastfeed” classes. WIC provides a greater quantity and variety of foods

for breastfeeding participants and allows for longer participation in the program.

Farmers’ Market Nutrition Program

This seasonal program provides fresh, nutritious, South Carolina-grown fruits, vegetables and cooking herbs from farmers’ markets throughout the state for women and children who are nutritionally at risk. Participants can receive a total of \$25 per season to use at authorized farmers’ markets.

Vendor Management

There are over 600 WIC-authorized vendors in South Carolina. All vendors participating in the S.C. WIC program are SNAP-authorized, with the exception of pharmacies. Vendor applications are accepted and processed throughout the year.

Outreach

WIC outreach initiatives include outreach to Latinos through PASOs, collaboration with Head Start and First Steps, participation in the National WIC Association campaign, and the offering of more than 100 different brochures and flyers through DHEC’s Educational Materials Library.

WIC – Healthy Food and a Whole Lot More!

Nutrition Education	Good Food	Health Services
WIC provides personalized nutrition education and support to help families make healthy lifestyle decisions.	WIC provides monthly benefits electronically on an eWIC card for participants to buy healthy foods.	WIC helps with referrals to other health and social services that can benefit the whole family.



Program Highlights

Online Application

WIC has launched a new online tool to make it easier for families to pre-apply for WIC.

The [new online application](#) allows families to create a secure account to upload and update required prescreen documentation, including medical and health data and income eligibility documentation, prior to scheduling their WIC appointment.

The portal helps streamline application, enrollment and recertification processes for families and WIC staff. It also helps processes run smoothly by keeping important information accessible.

Remote Services

Through the ARPA Waivers, the WIC Program has been allowed to continue providing remote services in conjunction with in-person services as an effective means of increasing accessibility to the program.

WIC Farmers' Market Nutrition Program

The WIC Farmers' Market Nutrition Program transitioned from paper benefits to an electronic benefit transfer (EBT) payment solution for the 2023 season. In September 2022, the program received through the U.S. Department of Agriculture (USDA), a Benefit Delivery Modernization Grant to invest in technology that streamlined benefit delivery for participants and improved access to locally grown fruits, vegetables, and cooking herbs. WIC participants now have the option of using a mobile application or a shopper card to purchase the eligible products from farmers. Farmers conduct the sales via a mobile application and their payments are directly deposited into their bank accounts once a week.

TeleWIC




SC WIC and their Management Information System provider, GCOM, developed an online, mobile-friendly telehealth application to enable WIC participants to access WIC services including high-risk nutrition care planning, breastfeeding education, and breastfeeding support via one-on-one video chat, text messaging, and document sharing.

TeleWIC was funded by THIS-WIC, a USDA funded research grant, that was awarded to SC WIC. Tufts University is conducting the research and will publish the data. Two regions, Lowcountry and Pee Dee, were selected to be part of the pilot and launched TeleWIC in March of 2023. Tufts University will continue to conduct research through the Fall of 2023. SC WIC plans to implement TeleWIC, statewide in 2024.

Pharmacies

As of August 2023, the program has a total of 37 authorized pharmacies actively participating in the program. These pharmacies are now operating exclusively on a pharmacy-approved product list for special formula.

Did You Know?

-  WIC currently serves approximately 48.4% of the WIC-eligible population in South Carolina.
-  49% of infants born in the United States participate in WIC.
-  WIC services are provided in all four DHEC Regions and one Primary Care Center.

For more information, visit scdhec.gov/wic.