



Florida's WIC Program Provides Nutrition Services for Women, Infants, and Children

Contact:

Communications Office

NewsMedia@flhealth.gov,

850-245-4111

Tallahassee, Fla.— The Florida Department of Health (Department) recognizes and celebrates the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) for 50 years of service strengthening families. Since 1974, WIC has continued to provide valuable services that benefit families and support breastfeeding mothers. Florida WIC currently serves approximately 417,000 Floridians every month.

The percentage of Florida WIC infants ever breastfed has steadily increased and was reported at 86.4% in March 2024. The steady increase is the result of this program's emphasis on early participation, generating a positive influence on development and birth outcomes, and reducing the risk of low-birth weight. WIC participation is associated with increased breastfeeding initiation rates.

Potentially eligible participants do not have to be on a public assistance program to qualify for WIC services. In our current economy, inflation and rising food costs have created financial challenges for Florida families. During times like these, it is important for eligible Floridians to take advantage of nutrition services, including WIC.

To be eligible for WIC, individuals must be a pregnant or breastfeeding woman, a woman up to six months postpartum, an infant, or a child under age five. Additionally, the applicant must have a low or moderate-income, reside in Florida, and have a nutritional need that can be helped by WIC foods, nutrition education, and counseling services. WIC also provides breastfeeding support and referrals for health care services. WIC nutritionists work directly with mothers to educate them about what is best for their babies' and families' nutritional needs while encouraging them to build healthy habits.

Florida WIC is administered through the Department and is available in all 67 counties. To learn more about the WIC Program or to see if you are eligible, please visit [FloridaWIC.org](https://www.floridawic.org) or call toll-free at 1-800-342-3556.

[This institution is an equal opportunity provider.](#)

About the Florida Department of Health

The Florida Department of Health, nationally accredited by the [Public Health Accreditation Board](#), works to protect, promote and improve the health of all people in Florida through integrated state, county and community efforts.

Follow us on Twitter at [@HealthyFla](#) and on [Facebook](#). For more information about the Florida Department of Health please visit [www.FloridaHealth.gov](https://www.floridahealth.gov).