WIC IS MORE THAN FORMULA

The American College of Obstetricians and Gynecologists and the National WIC association have significant ties to healthcare providers and their practice. These organizations serve significant maternal, infant and early childhood populations and help to prevent and reduce chronic diseases.

Some ways that WIC/ACOG tie into OB/GYN practice are:

- Registered Dieticians who work in WIC, work with patients on healthy eating habits and weight issues.
- Pre conception care is also a topic that is closely tied to OB/GYNs that is also addressed by WIC staff.
- WIC/ACOG also support breast feeding initiatives. ACOG strongly supports breast feeding as the preferred method of feeding for newborns. Counseling for breastfeeding is provided by WIC.
- Greatly related to chronic disease prevention, WIC can refer to primary care and OB/GYN care.
- Stressing the importance of post-partum checkups which address weight, and BMI as well as nutrition habits, breast examination, and counseling and referrals for other health issues.