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| **Text Message - English** | **Text Message -Spanish** | **Age**  **Category** | **Message**  **Category** | **Short-term**  **Outcome** | **Long-term outcome** |
| Did you know that newborns fall asleep in light sleep? Wait until your baby is showing signs of deep sleep (e.g. slow breathing, relaxed arms and legs, no eye twitches) before laying your baby down. Visit to learn more. https://wicworks.fns.usda.gov/wicwork s/Sharing\_Center/CA/SelfLearningModu les/UnderstandingBabyEng.pdf | ¿Sabía que los bebes recién nacidos se quedan dormidos en el sueño ligero? Espere las señales de sueño profundo (como respiración lenta, brazos y piernas relajadas, sin movimiento de ojos) antes de acostar a su bebe. Para más información, visite: https://cchealth.org/healthplan/pdf  /Getting-To-Know-Your-Baby-es.pdf | Infant | Infant Care | Increased participant value of WIC | Increased year-over- year program retention |
| Don’t get discouraged if your baby is still waking up several times throughout the night. There are lots of reasons that babies may wake up at night. Visit https://wicworks.fns.usda.gov/wicwork s/Sharing\_Center/CA/SelfLearningModu les/UnderstandingBabyEng.pdf to learn more. | No se desanime si su bebé aún se despierta varias veces durante la noche. Hay muchas razones por las cuales los bebes pueden despertarse por la noche. Para más información , visite: https://cchealth.org/healthplan/pdf  /Getting-To-Know-Your-Baby-es.pdf | Infant | Infant Care | Increased participant value of WIC | Increased year-over- year program retention |
| Did you know that babies use cues to show you that they’re hungry? If they put their hands in their mouth, make sucking noises, pucker their lips, or root, they are likely showing you that they are ready to eat. | ¿Sabía que los bebés usan señales para comunicar que tienen hambre antes de llorar? Si mantienen las manos cerca de su boca, hacen sonidos de succión, o fruncen los labios, es probable que su bebé le quiere decir que está listo para comer. | Infant | Infant Care | Increased participant value of WIC | Increased year-over- year program retention |

**Sample Text Messages created by Pima County WIC, AZ**

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| Babies cry for lots of reasons, not just because they’re hungry. Before you feed them, play detective to see if there is another reason your baby is crying. | Los bebés lloran por muchas razones, no solo porque tienen hambre. Antes de darles de comer, juegue al detective para ver si hay alguna otra razón por la cual su bebé podría estar llorando. | Infant | Infant Care | Increased participant value of WIC | Increased year-over- year program retention |
| WIC is here for your child from infancy to 5 years old. If you have questions, we can help you be the best parent you can be. Let us know how we can help! | WIC está aquí para su hijo desde la infancia hasta los 5 años de edad. Si tiene preguntas, podemos ayudarlo a ser el mejor padre que pueda ser.  ¡Háganos saber cómo podemos ayudar! | Infant | Retention | Increased knowledge of WIC services and eligibility and ways to complete eligibility  requirements | Increased year-over- year program retention |
| Ready for solid foods? Is your baby showing signs of interest? It depends on baby’s own stage of development, to learn more https://[www.healthychildren.org/Englis](http://www.healthychildren.org/Englis) h/ages-stages/baby/feeding- nutrition/Pages/Starting-Solid- Foods.aspx | ¿Listo para alimentos sólidos? ¿Sabe si su bebé muestra señales de interés? Esto depende de la etapa de desarrollo del bebé, a veces empiezan a los 6 meses de edad.  Haga clic aquí para obtener más información:https://www.healthych ildren.org/spanish/ages- stages/baby/feeding- nutrition/paginas/starting-solid- foods.aspx | Infant | Feeding | Increased participant value of WIC | Increased year-over- year program retention |
| Time for a cup! If your baby is between 6 and 12 months old, baby is ready to start learning to use a cup. | ¡Listo para un vasito! Si su bebé tiene entre 6 y 12 meses de edad, está listo para comenzar a aprender a usar un vaso para tomar bebidas. | Infant | Feeding | Increased participant value of WIC | Increased year-over- year program retention |

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| Did you know sometimes it takes a baby 10-15 tries over a period of months before they will actually accept a new food? It’s good to try again. | ¿Sabía que a veces su bebe necesita de 10 a 15 intentos durante varios meses para que por fin acepte un nuevo alimento? Es bueno intentarlo de nuevo. | Infant | Feeding | Increased participant value of WIC | Increased year-over- year program retention |
| Did you know at 9 months of age, baby gets $4 for fruits and veggies and 1/2 of the jarred foods or you can keep all the jarred foods. Click for a recipe using fresh fruits/veggies https://[www.healthychildren.org/englis](http://www.healthychildren.org/englis) h/healthy-living/nutrition/chop-chop- magazine/pages/sweet-potato-spinach- baby-puree.aspx | ¿Sabía que, a los 9 meses de edad empieza a recibir $ 4 para frutas y verduras y la mitad de los alimentos envasados o puede escoger todos los alimentos envasados? Haga clic para una receta con frutas y verduras frescas https://[www.healthychildren.org/sp](http://www.healthychildren.org/sp) anish/healthy-living/nutrition/chop- chop-magazine/paginas/sweet- potato-spinach-baby-puree.aspxb | Infant | WIC Foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |
| Family on the go? Keep WIC approved applesauce pouches or fruit cups nearby for a quick on the go snack! | ¿Familia activa? ¡Mantenga cerca alimentos aprobados por WIC, como bolsas de puré de manzana o copas de frutas, para un bocadillo rápido! | C1 | WIC Foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |

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| Did you know children 12-24 months need to drink whole milk? The fat in whole milk is important for brain development. Children older than 2 years can drink low-fat or fat-free milk along with the rest of the family. | ¿Sabe que niños de 12-24 meses de edad necesitan leche entera? La grasa en la leche entera es importante para el desarrollo del cerebro. Los niños mayores de 2 años de edad pueden tomar leche baja en grasa o sin grasa junto con el resto de la familia. | C1 | WIC Foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |
| We're in this together! WIC is here to help from newborn to 5 years. | ¡Estamos unidos en esto! WIC está aquí para ayudar con sus hijos desde recién nacidos hasta los 5 años de edad. | C1 | Retention | Increased knowledge of WIC services and eligibility and ways to complete eligibility  requirements | Increased year-over- year program retention |
| Did you know it can take many times of offering the same food before a child will try it? Keep offering the same foods you eat, even if he/she doesn’t seem interested in trying them. Visit: https://choosemyplate- prod.azureedge.net/sites/default/files/ printablematerials/HealthyTipsforPicky Eaters\_031418\_508.pdf | ¿Sabía que tal vez tendrá que darle la misma comida varias veces a un niño antes de que se anime a probarla? Siga dándole los mismos alimentos que come usted, incluso si él/ella no parece estar interesado/a en probarlos. Visite: https://choosemyplate- prod.azureedge.net/sites/default/fil es/printablematerials/FNS- 455S%20HealthyTipsforPickyEaters\_ 022613.pdf | C1 | Feeding | Increased participant value of WIC | Increased year-over- year program retention |

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| Do you feel like your baby is not getting enough protein? Yogurt and cheese are a great source of protein and calcium for healthy muscles and bones. | ¿Su bebé está consumiendo suficiente proteína? ¡El yogurt y el queso es buena fuente de proteína y calcio para músculos y huesos sanos! | C1 | WIC Foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |
| Bye bye bottle! Did you know that at 1 year of age is the best time to wean from the bottle? For more info https://[www.healthychildren.org/Englis](http://www.healthychildren.org/Englis) h/ages-stages/baby/feeding- nutrition/Pages/Discontinuing-the- Bottle.aspx | ¡Adiós biberón! ¿Sabía que el mejor momento para dejar el biberón es a un año de edad? Visite esta página para más información: https://[www.healthychildren.org/sp](http://www.healthychildren.org/sp) anish/ages-stages/baby/feeding- nutrition/paginas/discontinuing-the- bottle.aspx | C1 | Feeding | Increased participant value of WIC | Increased year-over- year program retention |
| Have you heard that if you feed your children the same foods you eat during sit-down meals and snacks, over time  they’ll develop eating habits similar to yours? Learn more at https://choosemyplate- prod.azureedge.net/sites/default/files/t entips/DGTipsheet12BeAHealthyRoleM odel.pdf | ¿Sabía que si sus hijos comen los mismos alimentos que usted come, con el tiempo desarrollarán hábitos alimenticios similares a los suyos? Para aprender más, visite: https://choosemyplate- prod.azureedge.net/sites/default/fil es/tentips/DGTipsheet12BeAHealth yRoleModel-sp.pdf | C1 | Feeding | Increased participant value of WIC | Increased year-over- year program retention |
| Fun Food Tip: Freeze Gogurts to make a creamy popsicle treat. | Consejo alimenticio divertido: congele el yogurt Gogurt para hacer una dulce paleta cremosa | C2-5 | WIC Foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |

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| Trouble getting your little one to drink water? Try fun water; add fruit like berries or lemon slices or juice to seltzer or sparkling water. | ¿A su pequeño no le gusta beber agua? Intente convertírselo en algo más divertido y sabroso; agréguele frutas como fresas, arándanos, rebanadas de limón o jugo a agua mineral o agua con gas. | C2-5 | WIC Foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |
| Banana pops are a fun and easy snack packed with protein. Check out this recipe: https://[www.azhealthzone.org/recipes/](http://www.azhealthzone.org/recipes/) banana-pops | Las paletas de plátano son una botana fácil y divertida y repletas de proteínas. Aquí está la receta: <http://bit.ly/2XyQyXT> | C2-5 | Recipe | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |
| Tired of eating peanut butter the same way? Try these no-bake peanut butter crunch balls: https://[www.azhealthzone.org/recipes/](http://www.azhealthzone.org/recipes/) no-bake-peanut-butter-crunch-balls | ¿Cansado/a de comer crema de cacahuate de la misma manera? Pruebe estas bolas crujientes de crema de cacahuate sin hornear: https://[www.zonadesaludaz.org/rec](http://www.zonadesaludaz.org/rec) etas/bolitas-crujientes-de-crema-de- cacahuate-sin-horne | C2-5 | Recipe | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |
| 5. Calcium in milk helps build and maintain strong bones and teeth. Enjoy it by the glass or incorporate milk into your favorite recipes. | El calcio en la leche ayuda a desarrollar y mantener huesos y dientes fuertes. Disfrútala en vaso o incorpora la leche en tus recetas favoritas. | C2-5 | WIC Foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |

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| 6. Fun Fact: Fiber is only found in plant foods. WIC offers many fiber foods to choose from: fruits, vegetables, whole grain bread and pasta, corn tortillas, whole wheat tortillas, brown rice, beans and cereal. | Dato Divertido: la fibra solo se encuentra en los alimentos de origen vegetal. WIC ofrece muchos alimentos altos en fibra para elegir: frutas, verduras, pan integral, pasta, tortillas de maíz, tortillas de trigo integral, arroz integral, frijoles y cereales. | C2-5 | WIC Foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |
| Make food fun! Did you know playing with your food can be a good thing? Kids are more likely to try new foods when they touch, play and taste them. For tips: https://choosemyplate- prod.azureedge.net/sites/default/files/t entips/DGTipsheet11KidFriendlyVeggies AndFruits\_0.pdf | ¡Haga que la comida sea divertida!  ¿Sabía que jugar con su comida puede ser bueno? Los niños son más propensos a probar nuevos alimentos después de tocarlos, jugar con ellos y probarlos. https://choosemyplate- prod.azureedge.net/sites/default/fil es/tentips/DGTipsheet11KidFriendly VeggiesAndFruits-sp\_0.pdf | C2-5 | Feeding | Increased participant value of WIC | Increased year-over- year program retention |
| Frozen fruit for the win! Tired of throwing fruit away? Purchase frozen fruit that you can throw into smoothies or thaw in yogurt overnight. | ¡Arriba la fruta congelada!  ¿Cansado/a de estar tirando fruta? Compre fruta congelada y échala en los licuados o descongélala en yogurt durante la noche. | C2-5 | WIC Foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |

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| Choose your own adventure! Buy a fruit or vegetable that you have never tried with your WIC benefits and see what it tastes like! | ¡Elija su propia aventura! ¡Compre una fruta o verdura con sus beneficios de WIC que nunca ha probado y descubra un nuevo sabor! | C2-5 | WIC Foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |
| ABC’s are important! From apples to zucchini, learning about different foods is an important part of childhood. Try to eat a fruit or vegetable for each letter of the alphabet. It is a fun way for your kids to practice their ABC’s and to build healthy habits. | ¡Los ABC son importantes! Desde el aguacate hasta las zanahorias, aprender sobre diferentes alimentos es importante durante la niñez. Trate de comer una fruta o verdura de cada letra del abecedario. Es una forma divertida para que sus hijos aprendan el abecedario y para que desarrollen hábitos saludables. | C2-5 | WIC Foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |
| Your kids don’t like water? Get it from your food. Water rich foods include watermelon, strawberries, cantaloupe, peaches, oranges, and lettuce. | ¿No les gusta el agua a sus hijos? Obténgalo por medio de otros alimentos. Los alimentos que contienen mucha agua incluyen sandía, fresas, melón, duraznos, naranjas y lechuga. | C2-5 | WIC Foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |
| Did you know that you can take advantage of buy one get one free deals at the store with WIC Foods? | ¿Sabía que puede aprovechar  promociones de “comprar uno y obtener uno gratis” en la tienda con alimentos de WIC? | General | eWIC card | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |

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| So many choices in WIC approved yogurt! Regular, low-fat, Greek, fruit on the bottom, and lactose free! | ¡Tantas opciones de yogurt aprobado por WIC! ¡Yogurt regular, bajo en grasa, griego, con fruta en el fondo y sin lactosa! | General | WIC foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |
| For healthier versions of your favorite recipes, replace oil, butter, milk, or sour cream with WIC approved yogurt or apple sauce. https://[www.choosemyplate.gov/recip](http://www.choosemyplate.gov/recip) es/myplate-cnpp/potato-salad-cnpp | Para versiones más saludables de sus recetas favoritas, remplace aceite, mantequilla, leche o crema con yogurt aprobado por WIC. | General | WIC foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |
| Love cheese but not all the fat or sodium? You can get reduced fat or reduced sodium cheese with your WIC food benefits. | ¿Le encanta el queso, pero no toda la grasa o el sodio? Puede comprar queso bajo en grasa o queso bajo en sodio con sus beneficios de WIC. | General | WIC foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |
| Oh the choices you have! WIC approves 7 different varieties of cheddar and 14 other of cheese! | ¡Ay como tiene opciones! ¡Con WIC puede elegir 7 diferentes variedades de quesos cheddar y 14 tipos diferentes de queso! | General | WIC foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |
| Always on the go, ask WIC what foods are available in convenient take anywhere packaging. Come pick up your snack container at your WIC office | ¿Siempre activo/a? Pregúntele a WIC qué alimentos están disponibles en envases convenientes para llevar. Venga a recoger su contenedor de botanas. | General | WIC foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |

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| For a quick snack, try layering your favorite yogurt with fruit and cereal. For ideas, check out these links: https://[www.azhealthzone.org/recipes/](http://www.azhealthzone.org/recipes/) munchy-peach-parfait https://[www.azhealthzone.org/recipes/](http://www.azhealthzone.org/recipes/)  strawberry-banana-parfait | ¿Para una botana rápida, que tal una copa de yogurt con fruta y cereal? Para recetas visite https://[www.zonadesaludaz.org/rec](http://www.zonadesaludaz.org/rec) etas/postre-helado-de-fresa-y- platano | General | WIC foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |
| Feeling like a treat - Make smoothies at home with WIC approved yogurt and fruit. https://[www.azhealthzone.org/recipes/](http://www.azhealthzone.org/recipes/) strawberry-yogurt-shake | ¿Se le antoja algo dulce? Prepare un licuado en casa con yogurt y fruta aprobado por WIC. Visite https://[www.zonadesaludaz.org/rec](http://www.zonadesaludaz.org/rec) etas/malteada-de-yogurt-y-fresa | General | WIC foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |
| Are you team smooth or team crunchy? Either way, you can purchase peanut butter with your WIC benefits. | ¿Le gusta cremosa o crujiente? De cualquier manera, puede comprar crema de cacahuate con sus beneficios de WIC. | General | WIC foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |
| Got milk? WIC offers a variety of milk alternatives including goat’s milk, soy milk, dry milk and lactose-free milk. Ask your WIC clinic if you are interested in switching to a different milk type. | ¿Tiene leche? WIC ofrece una variedad de alternativas de leche como leche de cabra, leche de soya, leche en polvo y leche sin lactosa.  Pregunte en su clínica de WIC si está interesado/a en cambiar a una leche diferente. | General | WIC foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |
| Do you receive dry milk as part of your WIC benefits? Check out this recipe to use dry milk in a smoothie: https://[www.azhealthzone.org/rcipes/](http://www.azhealthzone.org/rcipes/) monkey-milk | ¿Recibe leche en polvo como parte de sus beneficios de WIC? Mire esta receta de licuado usando leche en polvo | General | WIC foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |

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| 1. Dippity Do! Use canned beans from WIC for quick and easy bean dip: https://[www.azhealthzone.org/recipes/](http://www.azhealthzone.org/recipes/) bean-dip | ¿Qué tal un rico dip de frijoles? Use frijoles enlatados de WIC para hacer un dip rápido y fácil | General | WIC foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |
| 2. Game Day! Use canned beans from WIC for a home run bean dip: https://[www.choosemyplate.gov/recip](http://www.choosemyplate.gov/recip) es/supplemental-nutrition-assistance- program-snap/chickpea-dip | ¡El día del partido! Use frijoles enlatados de WIC para hacer un rico dip de frijoles casero: https://[www.choosemyplate.gov/es](http://www.choosemyplate.gov/es)  /recipes/supplemental-nutrition- assistance-program-snap/chickpea- dip | General | WIC foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |
| 1. Pumpkin, squash and sweater weather. Make a yummy soup or muffins with canned pumpkin to get in the fall spirit! | ¡Bienvenido otoño! Prepare una deliciosa sopa o panecitos con calabaza enlatada para entrar en el espíritu de otoño. | General | WIC foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |
| 2. Watermelon is a great fruit to help you cool down in the hot summer. To pick a ripe one, find a heavy one with a big yellow spot. | La sandía es una gran fruta para refrescarse en el caluroso verano. Para elegir una sandía madura, encuentre una pesada que tenga una mancha amarilla grande. | General | WIC foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |
| 3. Did you know broccoli builds bones? Leafy green vegetables like broccoli, spinach and kale contain lots of calcium. | ¿Sabía que el brócoli fortalece los huesos? Las verduras de hoja verde, como el brócoli, las espinacas y la col rizada, contienen mucho calcio. | General | WIC foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |

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| 4. Holy guacamole! Pick ripe, WIC approved avocados by looking for darker skin and checking that they are soft to squeeze. | ¡Rico guacamole! Elija aguacates maduros, aprobados por WIC, buscando una cáscara más oscura y asegurando que sean blandos al apretarlos. | General | WIC foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |
| Did you know you can buy some salsas with your WIC benefits? Look for WIC approved salsa without added sugar, fat, oil and salt. | ¿Sabía que puede comprar algunas salsas con sus beneficios de WIC? Busque salsas aprobadas por WIC que no tengan azúcar, grasa, aceite y sal añadidas. | General | WIC foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |
| Short on time? You have the choice to buy pre-cut fruits and vegetables with your WIC benefits to give you a little more time back in your day! | ¿Trae prisa? ¡Tiene la opción de comprar frutas y verduras pre- cortadas con sus beneficios de WIC para darle un poco más de tiempo a su día! | General | WIC foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |
| Switch up your 'wich! Make your sandwich into a wrap by buying WIC approved whole wheat tortillas. | ¿Ya le enfadó su sándwich? Convierta su sándwich en un burrito usando tortillas de trigo integral aprobadas por WIC. | General | WIC foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |
| Don’t have a crusty day! Good food fuels your body and mind! Use your WIC benefits to buy whole wheat bread to make toast for breakfast or a healthy sandwich for lunch. | ¡Mejore su día! ¡Los alimentos sanos alimentan su cuerpo y su mente! Use sus beneficios de WIC para comprar pan integral para hacer pan tostado para el desayuno o un sándwich saludable para el almuerzo. | General | WIC foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |

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| Life is busy. There are options for visits over your phone; from anywhere you are to get benefits! Ask WIC staff what your options are for appointments | ¿ Tiene mucho que hacer? ¡Hay opciones para llevar a cabo sus citas por teléfono, desde cualquier lugar, para obtener beneficios! Pregunte al personal de WIC cuáles son sus opciones para las citas. | General | Appointment options | Increased attendance at WIC  appointments | Increased monthly participation |
| What’s on your list? Let’s get your WIC appointment checked off with new flexible appointment options. | ¿Qué tiene en su lista? Con nuevas opciones de citas flexibles de WIC, nos puede quitar de su lista de quehaceres. | General | Appointment options | Increased attendance at WIC  appointments | Increased monthly participation |
| Did you know WIC has over 13,500 eligible WIC foods? Which are your favorites? Use the EzWIC app to check your benefits and scan foods to see if they are WIC approved. | ¿Sabía que WIC tiene más de 13,500 alimentos aprobados por el programa? ¿Cuáles son sus favoritos? Use la aplicación EzWIC para verificar sus beneficios y escanear los alimentos para ver si son aprobados por WIC. | General | WIC foods | Increased knowledge of food choices and how to maximize benefits | Increased redemption of food benefits |