Modernizing and Streamlining WIC Eligibility Determination and Enrollment Processes
Reducing the “Hassle Factor”

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Eligible Toddlers Less Likely Than Eligible Infants to Participate in WIC

WIC participation rates by age

- Infants: 84%
- Children age 1: 69%
- Children age 2: 50%
- Children age 3: 47%
- Children age 4: 33%
WIC Certification Streamlining Opportunities

• Clinic processes
• Communicating with clients
• Policy flexibility
• Data and reports
• Collaboration and outreach