



NEIGHBORHOOD WIC

Public Health Solutions (PHS) is a nonprofit that works to save lives, prevent disease, and reduce medical costs by improving the health of neighborhoods throughout New York City. With two million New Yorkers living at or below poverty, PHS is at the forefront of tackling crucial public health issues, including food and nutrition, health insurance access, maternal and child health, reproductive health, and HIV/AIDS prevention.

Our work in food and nutrition – including the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) – plays an important role in improving the health of women and children.



PHS' NEIGHBORHOOD WIC

Public Health Solutions has operated the Neighborhood WIC program for over 40 years, and is the largest WIC program in New York State.

We have nine free-standing WIC centers in the Bronx, Brooklyn, and Queens serving approximately 35,000 low-income women, infants, and children annually. PHS' Neighborhood WIC centers provide low-income families education and counseling around nutrition and physical activity, breastfeeding support, and electronic benefits to purchase nutritious foods.

SERVICES PROVIDED

PHS' Neighborhood WIC centers are community based and housed in locations convenient to the needs of our participants. Most of our centers are also co-located with health insurance and food stamp enrollment programs.

At WIC visits, participants are screened for a variety of health issues including: obesity, nutrition deficiency, smoking, alcohol use, intimate partner violence, and immunization status. Neighborhood WIC also has a dedicated breastfeeding support program staffed by 13 full time peer counselors who provide face to face support and counseling, free breastfeeding aids, and are available by phone for additional care. To ensure all the needs of our participants are met, referrals are fundamental – our staff provide over 500 referrals every month and regularly distribute our referral guide as needed.

All sites have private breastfeeding areas or rooms, play areas for children, and are well supplied with materials and resources on issues related to maternal and child health as well as community opportunities and events.





SERVING DIVERSE FAMILIES

Neighborhood WIC is uniquely positioned to serve the needs of New York City's immigrants. Our diverse staff speaks 20 different languages. Immigration status is not relevant for WIC eligibility.

EXCELLENCE IN CUSTOMER SERVICE

We strive to provide the highest level of customer service, showcased in our participant satisfaction survey which points to word of mouth and recommendations from friends and family as our most common referral source. Almost all of our participants reported that they would recommend us to a friend or family member.

Want to learn more about our programs? Visit healthsolutions.org for locations and contact information.

WIC is a program of the New York State Department of Health funded by the U.S. Department of Agriculture. PHS administers the Neighborhood WIC Program under contract with the New York State Department of Health. For more information on the WIC Program, please visit the New York State Department of Health's WIC website.

This institution is an equal opportunity provider and employer.

HEALTHY OUTCOMES

WIC has tremendous reach, serving over half of infants born in the US and over half a million women and children in NYS. WIC also has a remarkable impact. Extensive research conducted by the US Department of Agriculture and published in journals including *Obesity*, *The American Journal of Public Health*, *The Journal of Nutrition*, and *The Journal of the American Medical Association*, has found WIC to be a cost-effective investment that improves the nutrition and health of low-income families.

In particular, WIC's healthy outcomes include:



HEALTHIER PREGNANCIES AND BIRTHS



IMPROVEMENTS IN CHILDREN'S PHYSICAL GROWTH AND COGNITIVE DEVELOPMENT



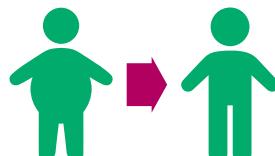
IMPROVED BREASTFEEDING RATES



BETTER DIETS AND HOUSEHOLD HEALTH BEHAVIORS



DECREASED INCIDENCE OF IRON DEFICIENCY ANEMIA AMONG CHILDREN



REDUCED CHILDHOOD OBESITY RATES