



NEWS RELEASE

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New eWIC Program Makes Shopping Easier for Wake County Residents

Grocery shopping is getting easier for the thousands of Wake County residents who participate in the Women, Infants and Children program, commonly known as WIC. They can now take advantage of North Carolina eWIC, a new safe and convenient way to deliver their food benefits.

“We’re excited about this change, because it will make it much simpler for parents and caregivers to buy the healthy food their children need,” said Safa Hamad, program manager for Wake County’s WIC program. “The North Carolina eWIC card replaces paper food vouchers. It works like a debit card, eliminating the stigma some participants feel during the checkout process.”

With the North Carolina eWIC card, participants will now be able to buy as little or as much food as they need during each shopping trip. A mobile app will show participants their available benefits balance and help them identify WIC-approved foods while they shop.

Every family participating in Wake County's WIC program will be issued a North Carolina eWIC card at their next appointment. At the appointment, participants will also:

- Learn how to select a 4-digit PIN for their North Carolina eWIC card;
- Learn how to shop with the North Carolina eWIC card; and
- Learn about the eWIC "Bnft" smartphone app.

Families are encouraged to allow more time for these visits. The North Carolina eWIC cards cannot be issued to proxies.

WIC is a nutrition program that helps working families with supplemental foods, breastfeeding support, nutrition education, and referrals to health care and other services. In addition to pregnant women and new moms, children up to 5 years old may be eligible for WIC benefits. Grandparents, foster parents and dads can also access WIC benefits for their families. To learn more about eWIC and WIC in Wake County, visit our [website](#).

The Wake County WIC program is an equal opportunity provider.

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