

### Bath

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### Penn Yan

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Pro Action's Women, Infants and Children Program (WIC) is pleased to share that we have successfully transitioned to e-WIC cards at all of our clinic sites in Steuben County. Instead of paper checks being issued to participants, food packages are now loaded onto an e-WIC account. Recipients are then able to purchase their items using an e-WIC debit card at participating supermarkets not only in Steuben County, but anywhere in New York State. There is also an app available for participants to download onto their smartphones which allows them to check remaining balances, future appointments and even to scan items in the store to see if they are WIC eligible.

Participants, as well as WIC staff, have generally been very positive about the transition. Feedback has been received that the checkout process at the store takes less time, there is more anonymity through the lines, and they enjoy that they no longer need to purchase all of the items at once that were listed on the check but are now able to get items as needed. Another benefit has been that all family members now have benefits available on the same date, which provides a more seamless experience when shopping for their families. WIC staff are finding that appointments are taking less time as they no longer need to wait for checks to be printed for the individual and/or separate checks for family members.

By implementing these changes our WIC program is able to more effectively help to reduce the stress of food insecurity for eligible families. Good nutrition is essential for healthy child growth and development, and Pro Action's WIC program ensures that all Moms and their young children can access good nutrition, even when money is tight and buying healthy foods is a stretch. The program also provides education and guidance on health and nutrition.

For more information about WIC and eligibility requirements, visit our [website](#) or call us at: 607-776-2125 ext. 220 or toll free 800-553-2033 ext. 220



Learn more about all programs and services offered at Pro Action by visiting our [website](#).

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**[www.proactioninc.org](http://www.proactioninc.org)**

*Pro Action works to build a community of resilient individuals and families who can meet their basic needs, overcome adversity, and prosper.*