

4/7/20

Hello Colorado WIC Partners,

We wanted to update our partners on how Colorado WIC (COWIC) services are being provided during the COVID-19 pandemic and also let you know about some new food options that are available.

Our highest priority at this time is to continue serving WIC families while keeping families and staff safe. In an effort to support social distancing and slow the spread of COVID-19, **many WIC clinics throughout the state are now providing services by phone.** Clients should contact their [local WIC clinic](#) to find out more.

As you may have heard, many WIC clients are having a hard time finding WIC-approved foods at the stores. We recognize food availability is a challenge for all families, not just those participating in WIC. To date, COWIC has:

- Worked with retail and distribution partners to encourage prioritization and consideration for stocking WIC-authorized items.
- Encouraged through social media and other messaging for everyone to “leave one for your neighbor” rather than overbuying.
- Added [new options](#) for COWIC families to substitute if their usual choices are out of stock including 2% milk (usually not covered by WIC) and larger sizes of whole-grain breads and corn tortillas.
 - Information about the new food options has been translated into Spanish, Russian, Somali, Nepali, Arabic and Burmese and available to download on our [website](#).
- Provided [shopping tips for clients](#) and additional information for grocery store staff.
- Collaborated with statewide anti-hunger advocacy groups working on additional resources for all Coloradans facing food insecurity during this crisis.

We will continue to look at shopping trends and talk to retailers to see if there are other adjustments COWIC can make as federal waivers may be required.

Referring to WIC

- With consent, partners can refer families to WIC by completing our short online referral form, www.ColoradoWICsignup.com.
- [WIC outreach materials](#), available in six languages, are available to download and print.

To stay updated, visit www.ColoradoWIC.gov. If able, share this information with your networks.

If you have any specific questions or other needs, please contact Erin.Kendrick@state.co.us.

In partnership,

Heidi Hoffman
Colorado WIC Director