



News from Livingston County, NY

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eWIC Technology Now Available at Stores in Livingston and Wyoming Counties

Mt. Morris, NY- The Livingston/Wyoming WIC program announces the official rollout of an electronic benefits transfer card which eliminates paper checks and provides a more convenient way for families in the Women, Infants, and Children program to shop for WIC foods.

eWIC, which works like a debit card, makes shopping with WIC benefits easier and allows WIC vendors to be reimbursed faster. The new eWIC technology also allows families to roll over any unused benefits from a shopping trip toward future purchases during the same month. The release of eWIC technology in the Greater Rochester area and Finger Lakes region follows the success of a pilot in Albany, Schenectady, and Rensselaer counties this past spring, expansion to the remainder of the State throughout the year. eWIC cards are now accepted at all WIC stores throughout the two Counties.

In addition to eWIC, the New York State Department of Health launched a new mobile application called WIC2Go to make shopping for WIC foods easier. WIC2Go allows users to scan the barcode on a product to see if it is WIC-approved. Users can also check their WIC account balance, view their upcoming WIC appointments, and locate WIC stores and clinics.

WIC offers nutritious foods, education on nutrition, advice for healthy living, breastfeeding support, and health care referrals to eligible New York families with young children, and women who are pregnant. WIC food benefits can be redeemed at approximately 3,000 authorized WIC stores across the state.

Fathers, grandparents, foster parents, and other caregivers may apply for WIC benefits for their infants and young children. Many working families qualify and individuals who are already enrolled in Medicaid, SNAP or TANF automatically meet the income qualifications for WIC. For more information about WIC and the use of the new eWIC system, please call the Livingston/Wyoming WIC Program at 585-243-7530.

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