



State of Louisiana
Louisiana Department of Health
Bureau of Health Services Financing

MEMORANDUM

DATE: August 15, 2024
TO: Louisiana Medicaid Providers
FROM: Louisiana Medicaid
SUBJECT: WIC

Louisiana Medicaid is seeking your assistance in connecting your pregnant and postpartum Medicaid patients and their families to resources that support their health and well-being.

Your Medicaid patients already meet the income requirements for the Special Supplemental Nutrition Program for Women, Infants and Children (WIC), yet the program is largely underutilized; only 40% of eligible Louisianans are enrolled.

This federally funded program provides more than just formula for babies. It covers pregnant and postpartum women, and children through the age of four. WIC offers a range of benefits and services including healthy foods, nutrition education, and referrals to other health and social services.

WIC also supports breastfeeding moms and pregnant participants interested in breastfeeding by offering:

- **Breastfeeding Peer Counselor Program**, which promotes breastfeeding as the norm for WIC mothers and their infants, helping them reach their breastfeeding goals.
- **[Pacify App](#)**, which offers 24/7 video-enabled access to lactation consultants at no cost to WIC participants.
- **Optional Breastfeeding Virtual Support Groups** offered monthly, where mothers can share experiences and ask questions.
- **Breast Pumps** to those who qualify.

PLI Changes and Training

Date

Page 2

Help your patients connect to these vital services by including WIC information during consultation, posting this [flyer](#) in your offices and encouraging members to visit louisianawic.org to learn more about the program, its many benefits, and how to apply.

Your staff can also help interested patients set up their first WIC appointment using this simple online referral: <https://mywic.us/providerreferral>.