Michigan WIC Client Resource List

Michigan Department of Health and Human Services (MDHHS) WIC Division
June 2026

The current edition of the Michigan WIC Client Resource List is posted on www.michigan.gov/wic.
Click on the magnifying glass in the upper right corner of the page and search, "Michigan WIC Client Resource List."

WELCOME TO THE MICHIGAN WIC CLIENT RESOURCE LIST

Publications on this list are available from Michigan WIC and/or partner organizations. This list was developed as a tool to help local agency staff identify appropriate nutrition education publications for their clients. This list is not an order form and does not replace the MI-WIC E-Forms module as the source for ordering publications.

Reminders for MI-WIC E-Forms Orders

- Only authorized local agency staff will have access to MI-WIC E-Forms.
- Be sure to print a copy of the current Forms List using the Reports menu to determine the status of each publication.

Status terminology to know:

- **Not Active** = The publication cannot be ordered at this time because:
  1. Current supply is 0, and reprint is in process/pending
     OR
  2. Publication is currently not in use, pending replacement, revision, or deletion.
     Note: Some supply may show but is not available for order.
- **Deleted** = The publication has been removed from use, will not be reprinted, and cannot be ordered.
  Note: Local agencies can continue to use their supply of the publication unless direction to cease use has been issued by the State WIC office.
- Contact Michigan WIC at 1-800-942-1636, option 2, for further information regarding publication status.

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the State or local Agency that administers the program or contact USDA through the Telecommunications Relay Service at 711 (voice and TTY). Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at How to File a Program Discrimination Complaint and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Mail Stop 9410, Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) email: program.intake@usda.gov.

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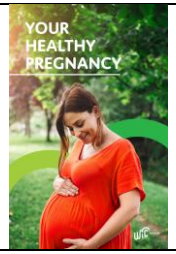
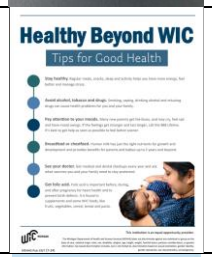
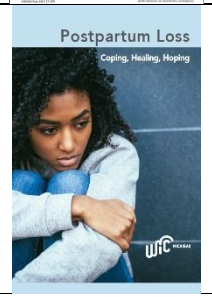
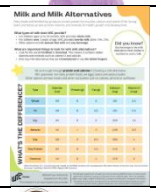
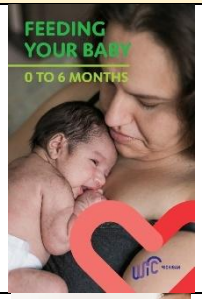
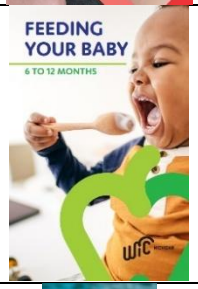
WIC E-forms #	Publication Title	Description	Cover	Suggested Stage of Change	Possible MI-WIC NE Topic(s)
Pregnancy, Postpartum & Breastfeeding					
DCH-1110 E/SP/AR DCH-1109 E/SP/AR	*We're Prepared Checklist* *Get Ready to Fall in Love* Available by E-Forms and online here.	Checklist preparing for baby's birth and beyond. Motivational brochure preparing families to enjoy those first days and months with their new baby. Coffective & MDHHS. 2016.		Contemplation Preparation Action	Breastfeeding Support Intro to BF Feeding the Newborn
MDHHS-Pub-1224 E/SP	*Dad+Baby Booklet* Available by E-forms only. Will be discontinued when current stock is depleted.	16-page booklet, 5 ½" x 8 ½". Breastfeeding guide, helping partners learn what to expect the first few weeks and how they can help. Noodle Soup. 2017. 8/18		Preparation Action	Breastfeeding Support
MDHHS-Pub-1225 E/SP	*Dad Can Help in So Many Ways* (50/pkg) Available by E-forms only. Will be discontinued when current stock is depleted.	Poster, 8 ½ x11". Highlights the importance of partner support and presents practical ways dads can help with breastfeeding. Noodle Soup. 2017. 6/18		Preparation Action	Breastfeeding Support
MDHHS-Pub-1255 E/SP/AR	*Healthy Mom* Available by E-Forms and online here.	4-panel handout focused on topics relevant to postpartum moms. Double-sided trifold, full color. 2019.		Contemplation Preparation Action	Nutrition: Postpartum Physical Activity
DCH-1323 E/SP/AR	*Your Healthy Pregnancy* Available by E-Forms and online here.	11-pg booklet, 6 x 9". Full color. Food choices during pregnancy; keep baby safe; pregnancy discomforts; breastfeeding introduction. Brush Art. 1/25.		Contemplation Preparation Action	Prenatal Nutrition Intro to BF Food Safety

WIC E-forms #	Publication Title	Description	Cover	Suggested Stage of Change	Possible MI-WIC NE Topic(s)
Pregnancy, Postpartum & Breastfeeding, cont.					
MDHHS-Pub-1631 E/SP/AR	*Breastfeeding Your Newborn Baby* (10/pkg) Available by E-forms and online here. (Password protected)	34-page color booklet, 5¾ X 8½". Information for parents on why & how to start and continue breastfeeding. Nutrition Matters. April 2023.		Precontemplation Contemplation Preparation Action	Breastfeeding Nutrition Breastfeeding Support Breastfeeding Problem Solving Common Prevention of BF Problems Intro to BF
MDHHS-Pub-1927 E/SP/AR	*Healthy Beyond WIC* Available by E-Forms and online here.	One-sided handout, 8½ x 11". Summarizes important health and nutrition topics covered during pregnancy and postpartum certification. 7/24.			
MDHHS-Pub-1565 E/SP/AR	*Postpartum Loss* *(25/pkg)* *Available in E-Forms*	10-page booklet, 5½ x 8½". Supportive resource for moms who have experienced pregnancy loss and provide referrals/resources. Adapted from Nevada WIC. 2/24.			
MDHHS-Pub-1925 E/SP/AR	*Urgent Maternal Warning Signs* *(50/pkg)* *Available in E-Forms*	Two-sided handout, 8½ x 11". Use with pregnant and postpartum clients to inform clients and families of symptoms during pregnancy and up to one year postpartum that need medical assistance. Back side has advocacy language and action tips for communicating with providers.		Preparation Action	Medical-Hypertension

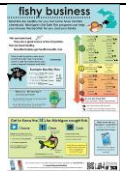
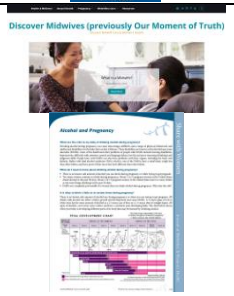
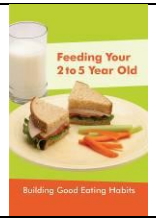
WIC E-forms #	Publication Title	Description	Cover	Suggested Stage of Change	Possible MI-WIC NE Topic(s)
Foods/Nutrients					
DCH-0293 E/SP	*Iron for Strong Blood* (100/pkg) Available by E-Forms and online here.	Tri-fold brochure, 5½ x 9". Full color. Why iron is needed; iron-rich foods; tips for increasing iron; sample menu. Adapted from CA WIC. 5/21		Preparation Action	Iron Deficiency Anemia
DCH-1515 E/SP/AR	*Well Fed means Less Lead (50/pkg)* Available by E-Forms and online here.	Tri-fold brochure, 3½ x 8½". Highlights food and lifestyle items that may help combat lead exposure. MDHHS, 7/23.		Preparation Action	Nutrition and Lead
MDHHS-Pub-1640 E/SP/AR	*Milk and Milk Alternatives* Available online here.	One-sided handout, 8½ x 11". Discusses nutrition content of milk and common milk alternatives. MDHHS, 2023.			
MDHHS-Pub-2126 E/SP/AR	*Heavy Metals* Available online here.	Two-sided handout, 8½ x 11". Discusses heavy metals and ways to limit exposure. MDHHS, 3/25.			
DCH-0237 E/SP/AR/DA/PA	*Michigan WIC Food Guide* (10/pkg) Available by E-Forms and online here.	27-pg color booklet, 4½ x 4½. Displays Michigan WIC authorized food. Includes nutrition education 'Health Bite!' messages, breastfeeding promotion, and WIC Shopping Tips. MDHHS, 3/26.			
DCH-0229 E/AR E/SP	*Michigan WIC Infant Formula Insert* (50/pkg) Available by E-Forms and online here.	Double-sided, color, 9x9. Displays authorized infant formulas. MDHHS, 8/23			

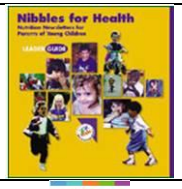
WIC E-forms #	Publication Title	Description	Cover	Suggested Stage of Change	Possible MI-WIC NE Topic(s)
Infants					
DCH-1480 E/SP/AR	*Feeding Your Baby Birth to 6 Months* (100/pkg) Available by E-Forms and online here.	Tri-fold brochure, 5 5/8 x 9". Full color. Monthly feeding guidelines; breastfeeding importance; hunger/fullness signs; feeding safely; starting infant foods. MDHHS, 6/24.		Preparation Action	Infant Feeding: 1-5 months
DCH-1481 E/SP/AR	*Feeding Your Baby 6 to 12 Months* (100/pkg) Available by E-Forms and online here.	Tri-fold brochure, 5 5/8 x 9". Full color. Development and starting solid foods; breastfeeding importance; feeding safely. MDHHS, 11/24.		Preparation Action	Infant Feeding: 6-12 months
MDHHS-Pub-1292 E/SP/AR	*Formula Preparation for Healthy Full-Term Newborns* Available by E-Forms and online here.	Tri-fold brochure, 5 5/8 x 9". Full color. Formula preparation instructions, including safe handling and storage. MDHHS, 2022.			
MDHHS-Pub-1636 E/SP/AR	*Paced Bottle Feeding* Available online here.	One-sided handout, 8½ x 11". Introduces and explains paced bottle feeding. MDHHS, 2023.			

WIC E-forms #	Publication Title	Description	Cover	Suggested Stage of Change	Possible MI-WIC NE Topic(s)
Infants, cont.					
MDHHS-Pub-1566 E/SP/AR	*Baby Led Weaning* Available online here.	One-sided handout, 8½ x 11". Introduces and explains baby led weaning. MDHHS, 2023.			
MDHHS-Pub-1639 E/SP/AR	*Food Chaining for Feeding Challenges* Available online here.	Two-sided handout, 8½ x 11". Introduces and explains process of food chaining to help with feeding challenges. MDHHS, 2023.			
MDHHS-Pub-2347 E/SP/AR	*Meal Boosters* Available online here.	Two-sided handout, 8½ x 11". Provides ideas on ways to add nutrient-dense foods to meals to increase calories and protein, and sample meal options. MDHHS, 2026.			

WIC E-forms #	Publication Title	Description	Cover	Suggested Stage of Change	Possible MI-WIC NE Topic(s)
Outreach					
DCH1200 E/SP/AR	*Welcome to Michigan WIC* (25/pkg) Available in E-Forms and online here.	12-pg booklet. 5½ x 8 ½ “. Describes WIC benefits, appointment expectations, and EBT Card instructions. MDHHS, rev 12/24.			Not applicable for NE. Use for outreach. Use with clients for substance use and WIC program messaging.
DCH-0322 E/AR DCH-0322 E/SP	*WIC Income Guidelines flyer* (50/pkg) Available in E-forms.	Double-sided, 3½ x8¼”. English/Spanish or English/Arabic. WIC Income Guidelines. 6/26.			Not applicable for NE. Use for outreach.
MDHHS-Pub-1824 E/SP/AR	*For Our Kids’ Sake* (50/pkg) Available in E-forms.	Tri-fold brochure, 3 ½ x 8 ½” Highlights information and benefits of the WIC Program. MDHHS. 8/24.			Primary outreach publication; suitable for both potential clients and partners.
MDHHS-Pub-1783 E/SP/AR	*WIC to 5 Poster* Available in E-forms	18x24” poster. Highlights reasons children should stay on WIC to age 5. MDHHS, 10/23			Use for outreach. Offer for partner use in waiting rooms and exam rooms.
MDHHS-Pub-1867 E/SP/AR	*Share Your WIC Joy Poster* Available in E-Forms.	18x24” poster. Encourages participants to share their WIC story.			Post in clinics and throughout health departments.

Publication Title	Description	Cover	Suggested Stage of Change	Possible MI-WIC NE Topic(s)
Sample Materials (provided by State in past) ***Contact State Consultant about availability of additional limited quantities, or re-order with local agency funds.**				
Fresh Baby Items. *Many items available.*	Various client incentive items to support healthy nutrition choices. www.freshbaby.com.		N/A	Varied.
Nutrition Matters Cards & Books (English, Spanish) *Many topics available.*	4"x9" cards, 2-sided. Offers nutrition tips on a variety of different topics. 5.5" x 5.5". Child book printed on heavy-duty, durable paper. www.numatters.com		Preparation Action	Varied.
Online & Partner Resources				
Shared Lesson Modules ***Self-Directed Education (SDE):*** • Before and Between Babies! ○ Be a Healthy, Active Mom! ○ Stay Strong with Iron ○ Moms Always Need Folic Acid • Pregnancy Pointers • No More Battles! Feeding your Picky Eater • Tips for Healthy Kids (take-home DVD) • Your Baby and You • Sesame Street: Eat Well, Anytime, Anywhere ***Group:*** • Food Safety during Pregnancy • Healthy Eating during Pregnancy	Binder for self-directed, take-home, one-on-one, or group nutrition education. Some lessons include DVD. Found at www.michigan.gov/wic under *WIC Providers, Nutrition Education Resources, Modules*		Precontemplation Contemplation Preparation Action Maintenance	Variety of topics: Toddler/Preschool Nutrition Healthy Weight Physical Activity Inter-conception Care Pregnancy Post-partum
MDHHS Programs Contact program website for ordering information or to download PDF materials. *Birth Defects Prevention Program* *Perinatal Oral Health Program* *Safe Sleep Program* *Tobacco Control Program*	www.michigan.gov/birthdefectsinfo Additional folic acid resource links are available on the MDHHS WIC website. http://www.michigan.gov/oralhealth http://www.michigan.gov/safesleep http://www.michigan.gov/tobacco		N/A	N/A

Publication Title	Description	Cover	Suggested Stage of Change	Possible MI-WIC NE Topic(s)
Online & Partner Resources, cont.				
MDHHS Eat Safe Fish and *Buy Safe Fish* Available in English, Spanish, Arabic, Chinese, and Hmong. Download at www.michigan.gov/eatsafefish.	Tri-fold brochures, color, 3½ x 8½". Guidance on choosing low mercury fish. Specific location guides also available. MDHHS Public Safety & Environ Health. www.michigan.gov/eatsafefish		Preparation, Action, Maintenance	Food Safety, Fish
MDHHS Eat Safe Fish, Fishy Business	Poster to promote healthy fish consumption. Highlights key points from *Eat Safe Fish* and *Buy Safe Fish* brochures. MDHHS Public Safety & Environ Health. www.michigan.gov/eatsafefish		N/A	N/A
MDHHS Eat Safe Fish, Safe Fish for You and Your Family	Over-sized bookmark focused on the benefits of fish for families, and appropriate amounts of various types of fish to eat. MDHHS. www.michigan.gov/eatsafefish			
American College of Nurse-Midwives (ACNM)'s website and 'Share with Women' fact sheets	Client resources about risks of alcohol use during pregnancy, birth defects, and tips on how to avoid alcohol use. Website: https://ourmomentoftruth.org/ Fact Sheets: http://onlinelibrary.wiley.com/doi/10.1111/jmwh.12286/pdf (Eng) http://onlinelibrary.wiley.com/doi/10.1111/jmwh.12284/pdf (Sp)			
Feeding Your 2 to 5-Year-Old booklet	16-page brochure, 5½ x 8½". Full color. Includes meal and snack ideas, child feeding tips, and serving guideline chart. 2012. United Dairy Industry of Michigan. (www.udim.org)		Preparation Action Maintenance	Toddler/Preschool Nutrition

Publication Title	Description	Cover	Suggested Stage of Change	Possible MI-WIC NE Topic(s)
Online & Partner Resources, cont.				
Kellogg Resources	Order Kellogg resources online at kelloggsresources.com. You can order items such as My Bowl bowls, meal cards, Family Meals Month handouts and more!			
Kellogg ~ Healthy Beginnings	Client resource offering tools to help motivate and inspire good nutrition for moms and children. The website also includes Breakfast 101, Education opportunities and recipe ideas. healthybeginnings.com			
Iowa State University Outreach and Extension's Spend Smart. Eat Smart.	Mobile-friendly site offering easy, delicious, and inexpensive recipes, How-to videos of basic food prep techniques, money-saving grocery strategies, and meal planning templates and resources. spendsmart.extension.iastate.edu			
Next Steps to Health for You and Your Family	Pamphlet discussing infant feeding, breastfeeding, weight control, activity, oral health, folic acid, healthy eating during pregnancy, and food shopping. USDA FNS. https://wicworks.fns.usda.gov/resources/next-steps-health-you-and-your-family			
Nibbles for Health: Nutrition Newsletters for Parents of Young Children	Online access to printable nutrition education tips on a variety of topics. USDA FNS. https://www.fna.usda.gov/tn/nibbles		Preparation Action Maintenance	Variety of topics: Toddler/Preschool Nutrition Healthy Weight Physical Activity
Ready, Set, BABY (English, Spanish, Arabic)	Website with breastfeeding information for clients and printable resources.		Preparation Action Maintenance	Breastfeeding