



DEPARTMENT OF HEALTH

Larry Hogan, Governor · Boyd K. Rutherford, Lt. Governor · Dennis R. Schrader, Secretary

May 24, 2022

The Honorable Guy Guzzone
Chair, Senate Budget and Taxation Committee
3 West, Miller Senate Office Building
Annapolis, MD 21401-1991

The Honorable Delores G. Kelley
Chair, Senate Finance Committee
3 East, Miller Senate Office Building
Annapolis, MD 21401-1991

The Honorable Ben Barnes
Chair, House Appropriations Committee
Room 121, House Office Building
Annapolis, MD 21401-1991

The Honorable Joseline A. Peña-Melnyk
Chair, House Health and Government
Operations Committee
Room 241, House Office Building
Annapolis, MD 21401-1991

Re: House Bill 506 (Chapter 478), Acts of 2019 – Maryland Special Supplemental Nutrition Program for Women, Infants, and Children – 2020 Annual Report

Dear President Ferguson and Speaker Jones:

Pursuant to House Bill 506 (Chapter 478 of the Acts of 2019), the Maryland Department of Health respectfully submits this annual report detailing an overview of the Maryland Special Supplemental Nutrition Program for Women, Infants, and Children (Maryland WIC), how it is administered, and an assessment of its strengths and weaknesses moving forward.

Should you have any questions about this report or if the Department can be of any further assistance, please do not hesitate to contact me or the Director of the Office of Governmental Affairs, Heather Shek, at 410-767-5282 or Heather.Shek@maryland.gov.

Sincerely,

Dennis R. Schrader
Secretary

Cc: Heather Shek, JD, MS, Director, Office of Governmental Affairs
Jinlene Chan, MD, MPH, FAAP, Deputy Secretary, Public Health Services
Donna Gugel, MHS, Director, Prevention and Health Promotion Administration
Shelly Choo, MD, MPH, Director, Maternal and Child Health Bureau
Sarah Albert, Department of Legislative Services, MSAR # 12325

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**Maryland Special Supplemental
Nutrition Program for Women,
Infants, and Children**

2020 Annual Report

Chapter 478 of the Acts of 2019

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Executive Summary

This report presents an overview of the Maryland Special Supplemental Nutrition Program for Women, Infants, and Children (Maryland WIC) in accordance with House Bill 506, Chapter 478 of the Acts of 2019. This report builds upon the 2019 report and encompasses how Maryland WIC is administered, changes in program operations that were implemented in State Fiscal Year (SFY) 2020 to increase program participation, and additional efforts planned for SFY 2021.

In SFY 2020, the United States Department of Agriculture (USDA), Food and Nutrition Service (FNS), Mid-Atlantic Regional Office (MARO) issued guidance stating that only individuals who receive Medicaid under Title XIX of the Social Security Act are adjunctively eligible for WIC. Although a large majority of Medicaid participants in Maryland are covered under Title XIX, there are roughly 23,000 individuals who no longer adjunctively qualify for WIC benefits in SFY 2020 based on this guidance.

Despite a nationwide decline in WIC participation, Maryland's WIC coverage rate, defined as the percentage of the eligible population who are participating in WIC, has increased due to a reduced pool of eligible individuals. To maintain a high coverage rate, Maryland WIC has implemented several changes in SFY 2020 to address participation. Such changes include streamlining the eligibility determination process, enhanced outreach with a new marketing campaign, and building partnerships with other service organizations in Maryland.

Due to the COVID-19 pandemic, Maryland WIC transformed all operations to a virtual environment. As participants cannot physically come into clinics, staff have been conducting appointments over the phone or through video conferencing. Maryland WIC sought and received several waivers from the United States Department of Agriculture (USDA) to make remote operations possible.

In August and September of 2020, Maryland WIC gathered feedback through meetings with local agency coordinators and external stakeholders. The goal of the meetings was to obtain recommendations to continue improving upon the WIC experience. Attendees at both meetings made recommendations to streamline the participant experience. Maryland WIC is already pursuing some of those recommendations such as online shopping. Further information on these recommendations can be found on page 11 of this report.

Maryland WIC also conducted an analysis using program data to characterize participants who leave soon after their first birthday. The study found that certain characteristics such as household income, whether the infant was exclusively breastfed, and participation in Medicaid had statistically significant effects on whether the participant recertified after their first birthday. Maryland WIC is currently exploring options for how to use this information to improve retention of participants.

Throughout SFY 2020, Maryland WIC has implemented key program changes to improve the participant experience. Some of these changes were in response to the COVID-19 pandemic, but most are global changes that will remain in place after the state of emergency is lifted. These changes are discussed in the final two sections of this report titled “Program Enhancements in Progress” and “Future Plans.”

Introduction

Background – General Information About WIC

WIC is a federally funded program that provides nutrition education, breastfeeding promotion and support, nutritious supplemental foods, and referrals to social and health services for women with young children. These benefits improve the health of low and moderate-income women and children with, or at risk of developing, nutrition-related health problems.

WIC’s goal is to educate and assist pregnant women to achieve better birth outcomes, including longer pregnancies, which result in fewer premature births, fewer low birthweight babies, and fewer fetal and infant deaths. WIC helps to ensure normal physical growth of children and has been shown to improve cognitive development, reduce levels of anemia, improve access to regular health care and social services, improve diets and household health behaviors, reduce the risk of child abuse or neglect, and improve breastfeeding rates through support and counseling.¹ WIC aims to improve children’s long-term health, growth, and development.

By delegation from the USDA, State agencies are responsible for the effective and efficient administration of Maryland WIC in accordance with regulations set forth in 7 CFR 246. In Maryland, the WIC Program is administered through the Maryland Department of Health (MDH) Prevention and Health Promotion Administration.

Administration of WIC Benefits

A WIC applicant must be a pregnant woman, a woman who has recently delivered or lost a pregnancy, a breastfeeding woman, or a child under five years old. WIC-eligible persons must meet income guidelines, residency requirements, and be at nutritional risk (7 CFR 246.7(e)). To apply, applicants must attend a certification appointment at the WIC Local Agency clinic (clinic) most convenient to them. In Maryland, potentially eligible persons may apply at one of 88 clinics

¹ Center on Budget and Policy Priorities. WIC Works: Addressing the Nutrition and Health Needs of Low-income Families for 40 Years. Rev March 29, 2017. Steven Carlson, Zoë Neuberger. 27 November 2018
<https://www.cbpp.org/research/food-assistance/wic-works-addressing-the-nutrition-and-health-needs-of-low-income-families>

located throughout the state. Locations and hours for these clinics are listed in Appendix B of this report.

At each certification appointment, the applicant must provide proof of residency, identity, and income. Proof of income must reflect total gross household income and be no more than 185% of the Federal Poverty Level. Applicants are considered adjunctively income-eligible for WIC if they receive Temporary Cash Assistance (TCA), Supplemental Nutrition Assistance Program (SNAP), or Medicaid funded under Title XIX of the Social Security Act.

Persons who are determined eligible to receive WIC benefits receive nutrition and breastfeeding education, supplemental healthy foods, and referrals to various health and social services in the community. Maryland WIC issues food benefits by use of an electronic WIC (eWIC) benefits transfer card. Maryland WIC uses a computer system known as WIC on the Web (WOW) to track participants, certify for eligibility, and issue benefits. Participant data for this report are pulled from WOW.

WIC makes a distinction between “participation” and “enrollment.” An individual is enrolled if they have gone through the screening process and have been deemed eligible. A participant is an individual who has been issued benefits. Participants can redeem their monthly food benefits by shopping at any of the 550+ approved WIC vendors throughout the State of Maryland.

When eligibility is determined, the length of the certification period depends on the WIC participant’s category. The categories are:

- Pregnant women, who are certified for the expected duration of their pregnancy and up to the last day of the month in which the infant turns six weeks old or the pregnancy ends.
- Postpartum women, who are certified up to the last day of the sixth month after the baby is born or the pregnancy ends.
- Breastfeeding women, who are certified up to the last day of the month of the infant’s first birthday.
- Infants, who are certified up until the last day of the month of the infant’s first birthday.
- Children, who are certified up to the last day of the month one year from the date of certification, up to the age of 5.

Enrollees return to their local WIC clinic two to three times during the certification period for follow-up growth assessment, continued nutrition and breastfeeding education, and additional benefit issuance. WIC staff are also available between appointments for assistance with program-related questions, breastfeeding support, and help with linkage and referral to community resources to help meet the varying needs of WIC families.

Federal Policy Change

In June 2019, a federal policy change occurred that impacted participation in the WIC program. The FNS MARO issued guidance to state agencies regarding the categories of participants that are adjunctively eligible for WIC through participation in the Medicaid program. This guidance clarified that only individuals receiving medical assistance under Title XIX of the Social Security Act, the federal Medicaid program, are adjunctively income eligible for WIC. Although most infants and pregnant women are provided Medicaid coverage under Title XIX, a large percent of children are provided coverage under Title XXI, thereby reducing the number of children determined to be adjunctively eligible for WIC in 2020.

State Fiscal Year 2020 Participation Trends

Every year, Maryland WIC uses Medicaid enrollment data to estimate the number of Maryland residents in each county who are eligible for WIC. By using participation data from clinics, Maryland WIC can estimate the percentage of the eligible population who are participating in WIC, commonly called the “coverage rate.”

Table 1 shows the coverage rate by jurisdiction in Maryland WIC in SFY 2020. The state coverage rate in SFY 2020 was 73.5%, an increase of 3.5% over the SFY 2019 rate of 70.0%. Appendix C shows the eligible population (eligibles), number of participants, and coverage rate broken out by participant category: women, infants, and children.

Due to the changes made to adjunctive eligibility discussed in the “Federal Policy Changes” section above, the number of individuals who are eligible for Maryland WIC through Medicaid was reduced compared to SFY 2019. The number of eligible children in Maryland fell by roughly 23,000. Therefore, despite decreased participation rates in Maryland, coverage rates actually increased compared to SFY 2019 due to a decreased number of estimated eligible individuals.

Table 1: SFY 2020 Eligible WIC Population and Participants by Jurisdiction

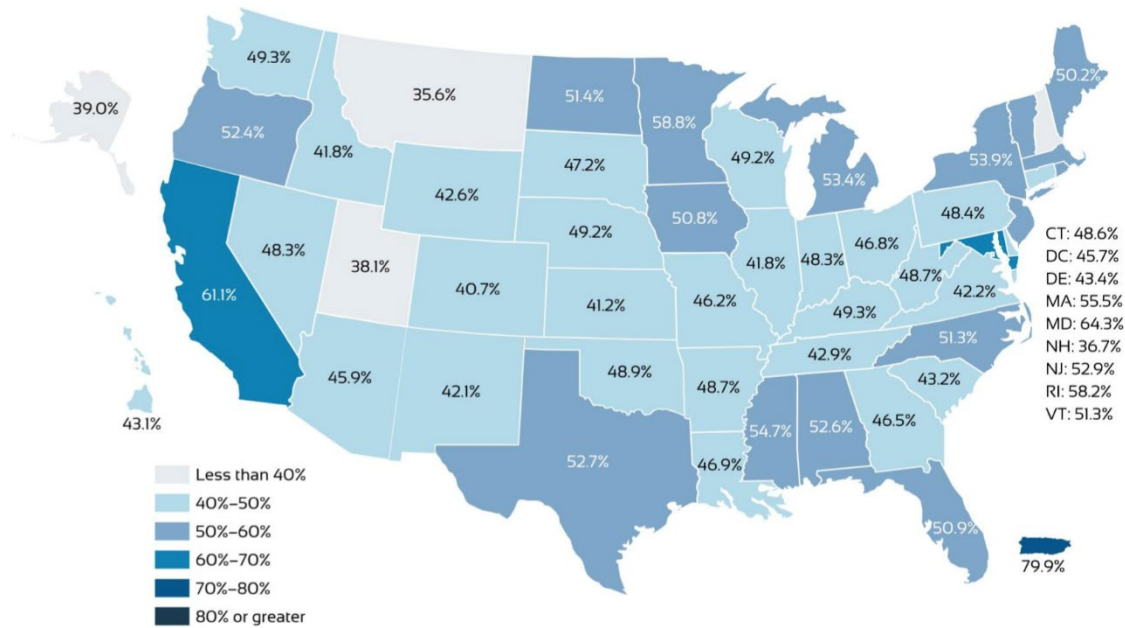
Jurisdiction	Eligibles	Participants	Coverage Rate
Allegany	3,131	2,311	73.8%
Anne Arundel	16,525	10,885	65.9%
Baltimore City	37,202	26,652	71.6%
Baltimore	35,252	24,220	68.7%
Calvert	2,054	1,253	61.0%
Caroline	2,022	1,562	77.3%
Carroll	3,153	2,092	66.3%
Cecil	4,198	2,707	64.5%
Charles	5,679	4,136	72.8%

Dorchester	1,909	1,343	70.3%
Frederick	7,080	5,453	77.0%
Garrett	1,234	962	77.9%
Harford	7,102	4,727	66.6%
Howard	6,947	5,024	72.3%
Kent	687	475	69.2%
Montgomery	33,686	28,405	84.3%
Prince George's	48,481	37,027	76.4%
Queen Anne's	1,188	826	69.5%
Somerset	1,280	932	72.8%
St. Mary's	3,522	2,511	71.3%
Talbot	1,325	994	75.0%
Washington	7,183	5,015	69.8%
Wicomico	6,168	4,956	80.4%
Worcester	1,651	997	60.4%
Maryland	238,659	175,465	73.5%

Maryland’s WIC coverage rate has remained among the highest in the nation. Figure 1 illustrates data compiled by USDA in 2017, the latest year for which nationwide coverage estimates are available.² In 2017, Maryland achieved a coverage rate of 64.3 percent, far higher than neighboring states Delaware (43.4 percent), Pennsylvania (48.4 percent), West Virginia (48.7 percent), and Virginia (42.2 percent). Only Puerto Rico achieved a higher coverage rate (79.9 percent) than Maryland in 2017.

Figure 1: WIC Coverage Rates for Participants by State, Calendar Year 2017

² U.S. Department of Agriculture, Food and Nutrition Service, Office of Policy Support. *National- and State-Level Estimates of WIC Eligibility and WIC Program Reach in 2017*, by Kelsey Gray, Carole Trippe, Chrystine Tadler, Clay Perry, Paul Johnson, and David Betson. Project Officer: Grant Lovellette. Alexandria, VA: December 2019. <https://www.fns.usda.gov/wic/national-and-state-level-estimates-wic-eligibility-and-wic-program-reach-2017>



Program Changes in the Past Year

Since the 2019 report, Maryland WIC undertook several program changes. These can be broadly divided into streamlining eligibility determinations, enhancing outreach, and building partnerships. In SFY 2020, Maryland WIC also instituted changes to assure continued operations during the COVID-19 pandemic.

Streamlining Eligibility Determinations

Because individuals who are enrolled in coverage groups funded by Title XIX in Medicaid are adjunctively eligible for WIC, building connections between these two systems was necessary to accurately determine those eligible for WIC, streamline the eligibility determination process, and reduce the burden on individuals to produce documentation. Maryland WIC has gone about this in three ways. First, Maryland WIC has built an interface between WOW and the Maryland Medicaid Information System (MMIS). This means that a clinic worker can use WOW to directly look up a Medicaid number and check that it is current and funded under Title XIX, instead of having to call the Department of Social Services.

Second, Maryland WIC has added an eligibility statement to the Medicaid Eligibility Verification System used by health care providers. The Eligibility Verification System (EVS)/ Interactive Voice Response (IVR) is a telephone-inquiry system that health care providers use to verify a Medicaid participant’s enrollment status. Previously, this system only verified Medicaid

status, but if an individual receives services under Title XIX, the system will also inform the provider that the individual is eligible for WIC.

Third, Maryland WIC has worked with the Maryland Health Connection to provide an eligibility notice in their welcome letter. If the Maryland Health Connection's screening process determines that an individual is eligible for Medicaid, their welcome letter also informs the recipient that they may qualify for WIC if they are pregnant or have young children. This notice is given in both English and Spanish.

Enhanced Outreach on Social Media and Marketing

Maryland WIC previously identified outreach as an area for improvement and has implemented changes to boost outreach efforts. Although some outreach plans had to be put on hold due to the COVID-19 pandemic, Maryland WIC has still greatly enhanced outreach and marketing to the target population.

The most significant change to Maryland WIC's outreach has been switching the program's branding to match the National WIC Association's guidelines. By participating in this branding effort WIC programs create a uniform appearance across the country.

On social media, Maryland WIC has boosted its presence by starting an Instagram account and generating a regular flow of content on both Instagram and on its existing Facebook account. The account name for both Facebook and Instagram is @MDH.WIC. On average, Maryland WIC makes four posts per week on social media. These posts include a mixture of original content and content shared from trusted sources such as MDH and the Centers for Disease Control and Prevention (CDC). Posts cover a large variety of topics such as recipes, health information, feeding tips, and fun motivational images. Because social media was vital to informing the public about changes in Maryland WIC in response to the COVID-19 pandemic, devoting personnel and organizational resources to increasing Maryland WIC's social media presence ended up being an advantageous decision. Maryland WIC created dozens of posts regarding expanded food options, remote certification, and other changes that made it possible to continue to serve participants during the pandemic.

Maryland WIC has also begun producing videos. The first two videos were created for Breastfeeding Month in August and featured interviews with Breastfeeding Peer Counselors. These videos were published on YouTube, Facebook, and Instagram. Maryland WIC is currently working on videos that illustrate how to use benefits, how to use the phone app, and how to shop wisely.

Finally, Maryland WIC has launched a new multi-year marketing campaign based on the slogan, "I'm A WIC Baby." This campaign focuses on adults who were on WIC as children and tells the stories of their lives today. The aim of the campaign is to refocus the narrative surrounding WIC

away from poverty and deprivation, reminding viewers instead that WIC babies are the future of our communities. In this way, Maryland WIC hopes to reduce the stigma surrounding WIC services and encourage greater participation. Transit ads for the “I’m A WIC Baby” campaign began running in September 2020. The campaign was simultaneously promoted on Facebook and Instagram through both posts and paid advertisements. Three examples from the campaign are shown in Appendix D. Current featured individuals can be found on the Maryland WIC website.

Building Partnerships

Maryland WIC has continued to build on relationships with community partners in order to disseminate information and gather referrals. Some of this activity was interrupted due to the COVID-19 pandemic, but Maryland WIC has still made progress. In October, Maryland WIC joined the Unite Us referral network. This network was set up in part with funding from Kaiser Permanente and includes over 150 organizations throughout Maryland. Unite Us allows referrals to be made with additional background information such as documentation of income. Members of the Unite Us network can also track referrals across different organizations and see an individual’s history of service from community organizations.

Maryland WIC has also formed partnerships with SNAP and the free school lunch program. The Baltimore County Local Agency has partnered with the school system to identify families who receive free or reduced school meals. The Local Agency then contacts these families to see if they are interested in WIC. This began in SFY 2020 but has been put on hold since students have not been attending school in person since March.

COVID-19 Pandemic Response

Legislation in early 2020 allowed USDA to waive certain program requirements defined in federal regulations so that state WIC programs could continue their work during the COVID-19 pandemic. Maryland WIC sought and received the following waivers from USDA:

- **Physical Presence** — Under normal circumstances, WIC participants are required to come to clinic appointments in person to be certified. This waiver allows participants to be certified without being physically present.
- **Medical Documentation** — Allows existing prescriptions for non-contract formula, exempt infant formula, and WIC nutritionals to be extended for a two-month period for participants with documented qualifying medical conditions.
- **Separation of Duties** — Under normal circumstances, federal regulations require that two separate clinic staff work on different parts of a certification appointment to deter fraud. This waiver allows a single staff person to perform the entire certification.

- **Remote Benefit Issuance** — Similar to the physical presence requirement for certifications, this waiver allows benefits to be issued to a participant without having to be physically present in the clinic .
- **Food Package Substitutions** — In order to give participants more choices when stores have limited supplies, allowable foods have been temporarily expanded. Yogurt and milk with different fat contents are authorized for participant categories not allowed under federal regulation. In addition, participants are allowed to purchase eggs and juice in different sizes provided they have enough benefits to buy them. For example, whereas a family with two children might be required to buy two 16-ounce containers of juice, under this expansion the family can instead buy one 32-ounce container of juice.
- **Local Agency Monitoring** — This allows local agency reviews performed by the State to be done remotely.
- **Vendor Pre-Authorization** — This allows vendor applications to Maryland WIC to be approved without an immediate onsite inspection.

In addition to waivers from USDA, Maryland WIC implemented program changes to facilitate meeting the needs of families, authorized vendors and local agency staff during the pandemic:

- **Telehealth** — Breastfeeding Peer Counselors can now meet with participants and provide support through an online platform, Doxy.me.
- **Annual Vendor Training Online** — The annual vendor training has been converted to an online format in order to meet vendor training requirements.
- **Changes to WOW** — Clinic staff using WOW can now perform “split-day certifications” for participants that allow staff to gather required information one day and then obtain remaining information (heights/weights/bloodwork) within the next 30 days. The WOW system also allows staff to upload electronic documentation received from participants directly into the WOW system.
- **Online Nutrition Education** — Nutrition education for all categories is now available online through a web browser or through the Maryland WIC mobile app.

Stakeholder Meetings

Maryland WIC meets with the coordinators of all 18 Local Agencies throughout the State on a monthly basis. During the September 2020 meeting attendees discussed current operations under COVID-19 and the barriers that participants face. The coordinators were pleased with how quickly operational changes were implemented throughout the pandemic. They also recommended that Maryland WIC pursue online shopping and implement a messaging system on the Maryland WIC app to enhance communications between participants and staff. Maryland WIC is pursuing both of these changes among others described in the section titled “Future Plans” below.

External Stakeholder Meeting

Maryland WIC held a meeting with external stakeholders on August 25, 2020. Similar to 2019, attendees at the meeting included representatives from:

- Maryland Hunger Solutions;
- Maryland Alliance for the Poor – Maryland Against Poverty;
- Maryland Chapter of the American Academy of Pediatrics;
- Johns Hopkins Bloomberg School of Public Health;
- The WIC Association of Maryland;
- Local Health Officers, represented by Baltimore City Health Department; and
- MDH, Maternal and Child Health Bureau.

Invitations were also extended to:

- MedChi, the State Medical Society;
- Schwartz, Metz and Wise, P.A.; and
- Mid-Atlantic Association of Community Health Centers.

At this stakeholder meeting, representatives of Maryland WIC presented data on participation trends and solicited feedback and suggestions. Attendees discussed potential reasons for the continued national decline in participation (pre-COVID-19), including the decline in the birth rate, immigration fears, a decrease in the number of people in poverty, and a decrease in the number of people unemployed. A large part of the discussion at this meeting also focused on USDA waivers and the operational changes that have taken place during COVID-19 to continue providing WIC services in a safe manner for participants and staff. The stakeholders commended Maryland WIC for their accomplishments and agreed that continuation of the USDA waivers are critical to continue providing WIC services safely until the public health emergency is over. In addition, continuation of some of the waivers, post-COVID-19, would also benefit participants.

Finally, the stakeholders made recommendations for improving the WIC experience in the long term and Maryland WIC is reviewing these recommendations. Some of the recommendations, such as changes to the food package and online benefit applications, require policy changes at the federal level.

The recommendations include:

- Reducing juice in the food package in favor of fruits and vegetables;
- Providing a mechanism to sign-up to receive WIC online;
- Allowing online shopping and delivery of WIC benefits;
- Implementing tele-WIC for all appointment types and services;

- Enhancing the electronic referral process to include physicians, SNAP, Medicaid, and other community partners.

Program Data Analysis: Participant Retention

In November of 2019, Maryland WIC undertook a study of internal data collected through WOW to better understand why some participants remain enrolled and others leave. This review revealed that the largest category of participants enrolled in Maryland WIC are infants, and that nearly half of all infant participants enrolled do not re-certify after their first birthday. Records for 33,361 infants were examined with follow-up 12 months post-study to determine participation status. Subjects were then divided into two categories: those who re-certified after their first birthday and those who did not. Using a logistic regression in Stata, the analysis revealed characteristics of Maryland WIC participants that were associated with re-certification after the first birthday. The Stata readout and the code used for analysis are available upon request.

Based on this analysis, Maryland WIC participants with the following characteristics may be more likely to re-enroll after the first birthday:

- Participants who come from households with a higher income;
- Infants who are exclusively breastfed;
- Households who have an older head of household;
- Participants who are also enrolled in SNAP or Medical Assistance (however, being enrolled in TCA was found to have no effect);
- Households where the primary language spoken is not English.

While White and Black participants had different retention rates, there was no statistical difference. This analysis found that the differences seen were more likely due to other factors listed above.

This information will allow Maryland WIC to focus efforts through enhanced outreach and interventions with existing participants. Discussions for how to make use of these data are currently underway.

Program Enhancements in Progress

Maryland WIC is in the process of implementing the following changes:

- When clinics re-open, they will have access to a non-invasive test for bloodwork.
- Maryland WIC is creating “Quick Tips” videos to teach participants how to use their benefits to enhance the shopping experience.

A statewide conference for all Maryland WIC staff was held on October 28, 2020. This was originally planned to be an in-person conference but shifted to a virtual event due to COVID-19. The Conference covered various topics including customer service and how to communicate with millennial mothers. In January 2020, Maryland WIC provided implicit bias training to a cohort of staff involved in the certification process. This training will be extended to additional staff in the coming year.

Future Plans

In the upcoming year, Maryland WIC will focus on further changes to streamline the process for our participants, beginning with preliminary discussions to connect WOW with the Chesapeake Regional Information System for our Patients (CRISP). The CRISP system is used by healthcare providers to confidentially share patient information with each other. Connecting WOW with CRISP will allow providers to refer their patients to WIC.

Maryland WIC is also in the process of updating WOW to allow for new appointment methods and give participants the ability to upload documents. When this change is implemented, participants will be able to attend appointments in person, by phone, or by video conference. Additionally, participants will be able to scan and upload documents to WOW through their phone. Future enhancements to the WIC app are being explored to provide a communication platform between participants and staff.

Many grocery stores now have the option to order online; however, a customer ordering groceries online cannot pay using WIC benefits. Maryland WIC is working with the National WIC Association and an online workgroup consisting of retailers and eWIC processors to allow customers to use their WIC benefits when ordering online.

Appendix A: Glossary of Acronyms

CDC	Centers for Disease Control and Prevention
CRISP	Chesapeake Regional Information System for our Patients
DHS	Department of Homeland Security
eWIC	electronic WIC
EVS	Eligibility Verification System
FNS	Food and Nutrition Service
IVR	Interactive Voice Response
MARO	Mid-Atlantic Regional Office
MDH	Maryland Department of Health
MMIS	Maryland Medicaid Information System
SFY	State Fiscal Year
SNAP	Supplemental Nutritional Assistance Program
TCA	Temporary Cash Assistance
USDA	United States Department of Agriculture
WIC	Special Supplemental Nutrition Program for Women, Infants, and Children
WOW	WIC on the Web

Appendix B: Maryland WIC Program Clinic Locations and Hours

As of October, 2020

Due to the COVID-19 pandemic, WIC clinics were closed to in-person appointments for most of the 2020 calendar year. Locations remained open during regular hours for appointments by phone. Some local agencies will re-open their clinics at their discretion, but Maryland WIC expects that the large majority of clinics will continue to operate virtually until the end of the public health emergency declaration.

Local Agency	County	Clinic Address	Hours
Allegany County WIC Program	Allegany	Allegany County Health Department 12501 Willowbrook Road, Southeast Cumberland, MD 21502	M – F 8:00 AM – 4:30 PM
		Lonaconing George’s Creek Regional Library 76 Main Street Lonaconing, MD 21539	3 rd T (each month), 1:00 PM – 3:30 PM 4 th M (each month), 10:30 AM – 3:15 PM
		Frostburg Judy Center 3 College Avenue Frostburg, MD 21532	1 st and 2 nd R (each month) 9:00 AM – 3:45 PM
		Westernport Library 66 Main Street Westernport, MD 21562	1 st and 4 th W (each month) 10:30 AM – 3:15 PM
Anne Arundel County WIC Program	Anne Arundel	Annapolis Health Center 3 Harry S. Truman Parkway Annapolis, MD 21401	M, T, R, F 8:00 AM – 4:30 PM W 10:00 AM – 6:30 PM
		North County – Glen Burnie 791 Aquahart Road Glen Burnie, MD 21061	M – R 8:00 AM – 6:30 PM F 8:00 AM – 4:30 PM
		Anne Arundel Medical Center 2001 Medical Parkway Annapolis, MD 21401	M, W, F 8:00 AM – 4:30 PM
Baltimore City Health Department WIC Program	Baltimore City	Eden Street 621 North Eden Street Baltimore, MD 21205	M – F 8:30 AM – 4:00 PM
		Garwyn Medical Center	M – F

Baltimore City Health Department WIC Program		2300 Garrison Boulevard Suite 290 Baltimore, MD 21216	8:30 AM – 4:00 PM
	Baltimore City	Department of Social Services – Harford North 2000 North Broadway 3 rd Floor Baltimore, MD 21213	T, F 8:30 AM – 12:30 PM
		Department of Social Services – Reisterstown Road 5818 Reisterstown Road Baltimore, MD 21215	T 8:30 AM – 12:30 PM W 1:00 PM – 4:00 PM
		Edmondson Village 4536 Edmondson Avenue Baltimore, MD 21229	M – F 8:30 AM – 4:00 PM
		Harford Road 5610 Harford Road Baltimore, MD 21229	M – F 8:30 AM – 4:00 PM
		Mondawmin Mall 2401 Liberty Heights Avenue Lower Level Room 1070 Baltimore, MD 21215	M – F 8:30 AM – 4:00 PM S 9:00 AM – 1:00 PM
Baltimore City – Johns Hopkins	Baltimore City	Eastern Avenue 3732 Eastern Avenue Baltimore, MD 21224	M – F (S appointments available) 8:30 AM – 5:00 PM
		JAI Medical Center 4340 Park Heights Avenue Baltimore, MD 21215	M, T, R, F 2 nd and 4 th W (each month) 8:30 AM – 5:00 PM
		Cherry Hill 634 Cherry Hill Road Baltimore, MD 21224	M, W, R, F (S appointments available) 8:30 AM – 5:00 PM
		Park West Medical Center 3319 West Belvedere Avenue Baltimore, MD 21215	1 st and 3 rd W (each month) 8:30 AM – 5:00 PM
		Johns Hopkins Hospital 600 North Wolfe Street Baltimore, MD 21287	M – F 8:30 AM – 5:00 PM (S appointments available)
		Belair-Edison 3120 Erdman Avenue Baltimore, MD 21213	T 8:30 AM – 5:00 PM

		Adventure Dental and Vision 1253 West Pratt Street Baltimore, MD 21223	M, F 8:30 AM – 5:00 PM
		The Alameda Adventure Dental and Orthodontics 5632 The Alameda Baltimore, MD 21239	1 st and 3 rd T (each month) 8:30 AM – 5:00 PM
Baltimore City – Johns Hopkins	Baltimore City	DRUM 2100 Eutaw Place Baltimore, MD 21217	1 st and 3 rd R (each month) 9:00 AM – 5:00 PM
		Sarah’s Hope 1114 North Mount Street Baltimore, MD 21217	2 nd W (each month) 8:30 AM – 12:00 PM
		Hampden Family Center 1104 West 36 th Street Baltimore, MD 21211	2 nd R (each month) 9:00 AM – 5:00 PM
		Union Baptist 1211 Druid Hill Avenue Baltimore, MD 21217	3 rd W (each month) 8:00 AM – 3:30 PM
		Gilmor Homes 1515 Vincent Court Baltimore, MD 21217	2 nd W (each month) 1:00 PM – 4:00 PM
		Curtis Bay Elementary/Middle School 4301 West Bay Avenue Brooklyn, MD 21225	2 nd M (each month) 8:30 AM – 12:30 PM
		Benjamin Franklin Center Benjamin Franklin High School 1201 Cambria Street Brooklyn Park, MD 21225	2 nd M (each month) 1:00 PM – 4:00 PM
		Lakeland Elementary/Middle School 2921 Stranden Road Baltimore, MD 21230	W 8:30 AM – 4:00 PM
Baltimore County WIC Program	Baltimore	Woodlawn WIC Clinic 2622 Lord Baltimore Drive Windsor Mill, MD 21244	M, F 8:30 AM – 4:30 PM T, W, R 8:30 AM – 6:00 PM 1 st and 3 rd S (each month) 8:30 AM – 4:30 PM
		Towson Health Center 1046 Taylor Avenue	M, T, F 8:30 AM – 4:30 PM

		Towson, MD 21286	R 10:30 AM – 6:30 PM 2 nd S (each month) 8:30 AM – 4:30 PM
Baltimore County WIC Program	Baltimore	Essex WIC Clinic 201 Back River Neck Road Essex, MD 21221	M, W, R, F 8:30 AM – 4:30 PM T 10:30 AM – 6:30 PM 3 rd S (each month) 8:30 AM – 4:30 PM
		Dundalk WIC 7702 Dunmanway Dundalk, MD 21222	M, T, R, F 8:30 AM – 4:30 PM W 10:30 AM – 6:30 PM 1 st S (each month) 8:30 AM – 4:30 PM
		Lansdowne Health Center 3902 Annapolis Road Halethorpe, MD 21227	M, T, W, F 8:30 AM – 4:30 PM R 10:30 AM – 6:30 PM 4 th S (each month) 8:30 AM – 4:30 PM
Baltimore County WIC Program	Baltimore	Eastern Family Resource Center 9150 Franklin Square Drive Rosedale, MD 21237	T, W, R, F 8:30 AM – 4:30 PM M 10:30 AM – 6:30 PM 4 th S (each month) 8:30 AM – 4:30 PM
		Chartley WIC Clinic 148 Chartley Drive Reisterstown, MD 21136	M, W, F 8:30 AM – 4:30 PM T, R 10:30 AM – 6:30 PM 2 nd S (each month) 8:30 AM – 4:30 PM

Carroll County WIC Program	Carroll	Carroll County Health Department 290 South Center Street Westminster, MD 21157	M, T, R, F 8:30 AM – 4:30 PM W 8:30 AM – 7:00 PM
		Carroll Hospital 200 Memorial Avenue Westminster, MD 21157	Staff communicate with hospital M – F to determine if WIC is needed.
Frederick County WIC Program	Frederick	Frederick County Health Department 350 Montevue Lane Frederick, MD 21702	M, T, R, F 8:00 AM – 5:00 PM W 8:00 AM – 7:00 PM One S (each month) 8:00 AM – 12:00 PM
Garrett County WIC Program	Garrett	Oakland 1025 Memorial Drive Oakland, MD 21550	M – F 8:00 AM – 5:00 PM 1 st M (each month) 8:00 AM - 6:30 PM
		Grantsville 28 Hershberger Lane Grantville, MD 21536	T 8:00 AM – 5:00 PM (W and evening appointments available by request)
Howard County WIC Program	Howard	Howard County Health Department 8930 Stanford Boulevard Columbia, MD 21045	M – F 7:30 AM – 5:00 PM 1 st and 3 rd M (each month) 7:30 AM – 6:30 PM One S (each month) 8:00 AM – 4:30 PM
		North Laurel Health Center 9411 Whiskey Bottom Road Laurel, MD 20723	M – F 7:30 AM – 5:00 PM
		Howard County General Hospital 5755 Cedar Lane Columbia, MD 21045	M – F (as needed)
		Old Cedar Lane Head Start 5451 Beaverkill Road	1 st and 3 rd M (each month)

		Columbia, MD 21045	11:00 AM – 5:00 PM
		Ellicott City Head Start 8510 High Ridge Road Ellicott City, MD 21043	2 nd and 4 th T (each month) 1:00 PM – 4:30 PM
		Wilde Lake High School 5640 Trumpeter Road Ellicott City, MD 21043	M – F 7:30 AM – 9:00 AM (during school year)
Community Clinic, Inc. (CCI) WIC Program	Montgomery	Gaithersburg 2000 Girard Street Suite 212B Gaithersburg, MD 20877	M, W, R, F, S 8:00 AM – 4:30 PM T 9:30 AM – 6:00 PM
Community Clinic, Inc. (CCI) WIC Program	Montgomery	Germantown 12850 Middlebrook Road Suite 108 Germantown, MD 20874	T – F 8:00 AM – 4:30 PM M 9:30 AM – 6:00 PM 1 st and 3 rd S (each month) 8:00 AM – 4:30 PM
		Langley/Takoma Park 1401 University Boulevard, East 3 rd Floor Hyattsville, MD 20783	M, T, R, F, S 8:00 AM – 4:30 PM W 7:30 AM – 5:30 PM
		Wheaton 2730 University Boulevard, West, LL10 Wheaton, MD 20902	T, R, F, S 8:00 AM – 4:30 PM M 8:00 AM – 6:00 PM W 7:30 AM – 4:30 PM
	Prince George's	Greenbelt 7474 Greenway Center Drive Suite 350 Greenbelt, MD 20770	M – F 8:00 AM – 4:30 PM 2 nd and 4 th S (each month) 7:00 AM – 3:30 PM
Prince George's County Health Department WIC Program	Prince George's	Prince George's County WIC Program 13900 Laurel Lakes Avenue Laurel, MD 20707	M – F 8:00 AM – 4:30 PM
		Cheverly Health Center	M – F 8:00 AM – 4:30 PM

		3003 Hospital Drive, 2 nd Floor Cheverly, MD 20785	
		Hyattsville Clinic 6525 Belcrest Road, #280 Hyattsville, MD 20783	M – F 8:00 AM – 4:30 PM
		Central Avenue Clinic 7836 Central Avenue Landover, MD 20785	M – F 8:00 AM – 4:30 PM
		Leonard Dyer Health Center 9314 Piscataway Road Clinton, MD 20735	M – F 8:00 AM – 4:30 PM
		Andrews Air Force Base 1191 Menoher Drive Andrews Air Force Base, MD 20762	2 nd and 4 th W (each month) 8:00 AM – 4:30 PM
Greater Baden WIC Program	Prince George's	Walker Mill 1472 Addison Road South Capitol Heights, MD 20743	M – F 8:30 AM – 5:00 PM 1 st , 2 nd , and 3 rd S (each month) 8:30 AM – 12:30 PM
Greater Baden WIC Program	Prince George's	Oxon Hill 6196 Oxon Hill Road Suite 445 Oxon Hill, MD 20745	M, R, F 8:30 AM – 5:00 PM T 8:30 AM – 5:30 PM W 10:00 AM – 6:00 PM One S (each month) 8:30 AM – 12:30 PM
		Brandywine 7450 Albert Road, 1 st Floor Brandywine, MD 20613	M, T, R 8:30 AM – 4:30 PM W 10:00 AM – 6:00 PM F 8:00 AM – 4:00 PM 1 st S (each month) 9:00 AM – 1:00 PM
	Washington	Hagerstown 947 North Burhans Boulevard	M – F 8:00 AM - 4:30 PM

Washington County WIC Program		Hagerstown, MD 21742	3 rd W (each month) 10:15 AM – 6:45 PM
		Hancock Health Center 126 High Street Hancock, MD 21750	1 st R (each month) 8:00 AM – 4:00 PM
Harford/Cecil WIC Program	Cecil	Elkton 401 Bow Street Elkton, MD 21921	M – F 8:00 AM – 4:30 PM 4 th R (each month) 11:00 AM – 7:30 PM
	Harford	Edgewood 1321 Woodbridge Station Way Edgewood, MD 21040	M – F 8:00 AM – 4:30 PM 3 rd M (each month) 11:00 AM – 7:30 PM
Harford/Cecil WIC Program	Harford	Havre de Grace 2027 Pulaski Highway Suite 107 Havre de Grace, MD 21078	M – F 8:00 AM – 4:30 PM 2 nd W (each month) 11:00 AM – 7:30 PM
		Upper Chesapeake Medical Center 500 Upper Chesapeake Drive Bel Air, MD 21014	T, R 8:00 AM – 4:30 PM
Upper Eastern Shore WIC Program	Kent	Chestertown 151 Dixon Drive Chestertown, MD 21620	M – F 7:30 AM – 4:00 PM 2 nd and 4 th W (each month) 9:00 AM – 5:30 PM
		Queen Anne's	Centreville 206 North Commerce Street Centreville, MD 21617
	Grasonville 5441 Main Street Grasonville, MD 21638		W 8:15 AM – 4:45 PM 1 st W (each month) 9:30 AM – 6:00 PM
	Sudlersville 103 North Linden Street		1 st R (each month) 7:45 AM – 3:45 PM

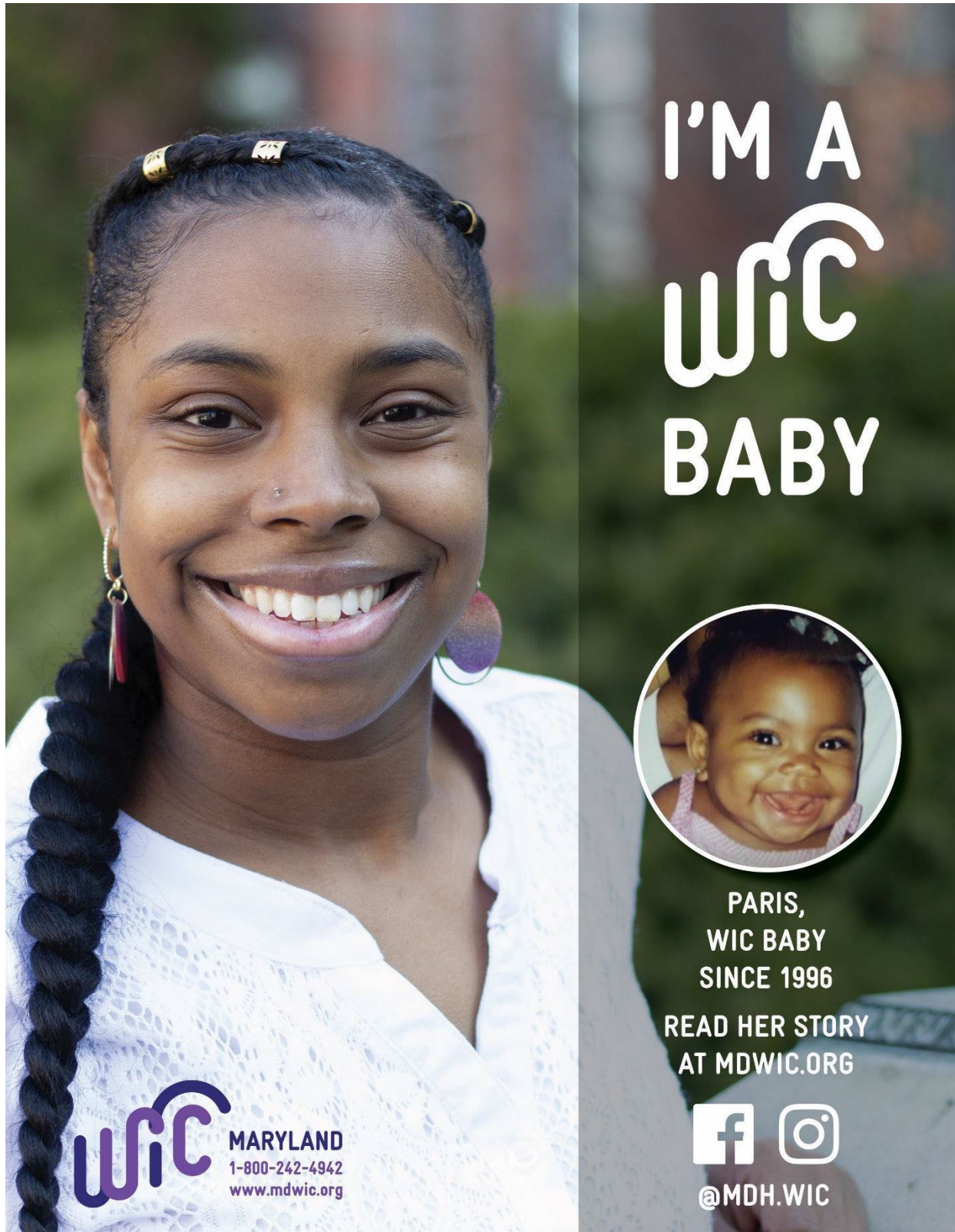
		Sudlersville, MD 21668	3 rd R (each month) 9:00 AM – 4:00 PM
Mid-Shore WIC Program	Caroline	Caroline County Health Department 403 South Seventh Street Denton, MD 21629	M – F 8:00 AM – 4:30 PM
		Federalsburg First Church of God 101 Bloomingdale Avenue Federalsburg, MD 21632	2 nd and 4 th F (each month) 8:00 AM – 4:00 PM
	Dorchester	Dorchester County WIC Cedar Center 7 Cedar Street Cambridge, MD 21613	M – F 8:00 AM – 4:30 PM
	Talbot	Talbot County Family Support Center 215 Bay Street Easton, MD 21601	M – F 8:00 AM – 4:30 PM
Lower Shore WIC Program	Somerset	Seton Center 30632 Hampden Avenue Princess Anne, MD 21853	T 10:30 AM – 4:00 PM W 9:00 AM – 3:45 PM
Lower Shore WIC Program	Somerset	McCready Health 201 Hall Highway Crisfield, MD 21817	M 9:00 AM – 3:45 PM
		Somerset County Health Department 8928 Sign Post Road Somerset, MD 21871	1 st W (each month) 9:15 AM – 3:15 PM
	Wicomico	Wicomico County Health Department 801 North Salisbury Boulevard Salisbury, MD 21801	M, W, R, F 8:00 AM – 5:00 PM T 9:00 AM - 6:00 PM
	Worcester	Berlin Head Start 130 Flowers Street Berlin, MD 21811	M, F 9:15 AM – 3:30 PM
		Pocomoke City Health Department 400 A Walnut Street Pocomoke City, MD 21851	R 9:15 AM – 3:30 PM
Southern Maryland WIC Program	Charles	Charles County Health Department 4545 Crain Highway	M – F 8:00 AM – 5:00 PM

		White Plains, MD 20695	
	St. Mary's	Leonardtown 21580 Peabody Street Leonardtown, MD 20650	M – F 8:00 AM – 4:30 PM
		Lexington Park 21161 Lexwood Drive Lexington Park, MD 20653	M – F 8:00 AM – 4:30 PM
Southern Maryland WIC Program	Calvert	Calvert County Health Department 975 Solomon's Island Road Prince Frederick, MD 20678	M – F 8:00 AM – 4:30 PM
		South Calvert WIC Clinic 14090 H.G. Trueman Road Suite 1400A Solomons Island, MD 20688	F 8:00 AM – 4:30 PM


Appendix C: SFY 2020 Eligible Population and Participation in Maryland WIC Program by County

Jurisdiction	Women			Infants			Children		
	Eligible s	Participant s	% of Eligibles	Eligible s	Participants	% of Eligibles	Eligible s	Participant s	% of Eligibles
Allegany	937	729	77.8%	444	359	80.9%	1,750	1,223	69.9%
Anne Arundel	5,090	3,522	69.2%	2,600	1,802	69.3%	8,835	5,561	62.9%
Baltimore City	11,071	8,526	77.0%	5,652	4,460	78.9%	20,479	13,666	66.7%
Baltimore	10,758	7,903	73.5%	5,345	4,159	77.8%	19,149	12,158	63.5%
Calvert	660	401	60.8%	307	202	65.8%	1,087	650	59.8%
Caroline	616	456	74.1%	291	224	77.0%	1,115	882	79.1%
Carroll	947	638	67.3%	473	346	73.2%	1,733	1,108	63.9%
Cecil	1,191	810	68.0%	630	472	74.9%	2,377	1,425	59.9%
Charles	1,746	1,307	74.9%	885	735	83.1%	3,048	2,094	68.7%
Dorchester	583	415	71.2%	293	223	76.1%	1,033	705	68.2%
Frederick	2,168	1,685	77.7%	1,088	868	79.8%	3,824	2,900	75.8%
Garrett	399	287	71.9%	193	141	73.1%	642	534	83.2%
Harford	2,084	1,477	70.9%	1,029	798	77.6%	3,989	2,452	61.5%
Howard	2,085	1,573	75.4%	1,033	744	72.0%	3,829	2,707	70.7%
Kent	221	135	61.2%	114	87	76.3%	352	253	71.9%
Montgomery	10,511	8,903	84.7%	5,352	4,139	77.3%	17,823	15,363	86.2%
Prince George's	14,555	11,800	81.1%	7,612	5,929	77.9%	26,314	19,298	73.3%
Queen Anne's	372	266	71.5%	189	136	72.0%	627	424	67.6%
Somerset	378	284	75.1%	183	142	77.6%	719	506	70.4%
St. Mary's	1,091	788	72.2%	540	425	78.7%	1,891	1,298	68.6%
Talbot	405	302	74.6%	220	159	72.3%	700	533	76.1%
Washington	2,092	1,513	72.3%	1,075	789	73.4%	4,016	2,713	67.6%
Wicomico	1,894	1,492	78.8%	947	777	82.0%	3,327	2,687	80.8%
Worcester	491	289	58.9%	249	149	59.8%	911	559	61.4%
Maryland	72,345	55,501	76.7%	36,744	28,265	76.9%	129,570	91,699	70.8%

Appendix D: I'm A WIC Baby Campaign




I'M A
wIC
BABY




PARIS,
WIC BABY
SINCE 1996

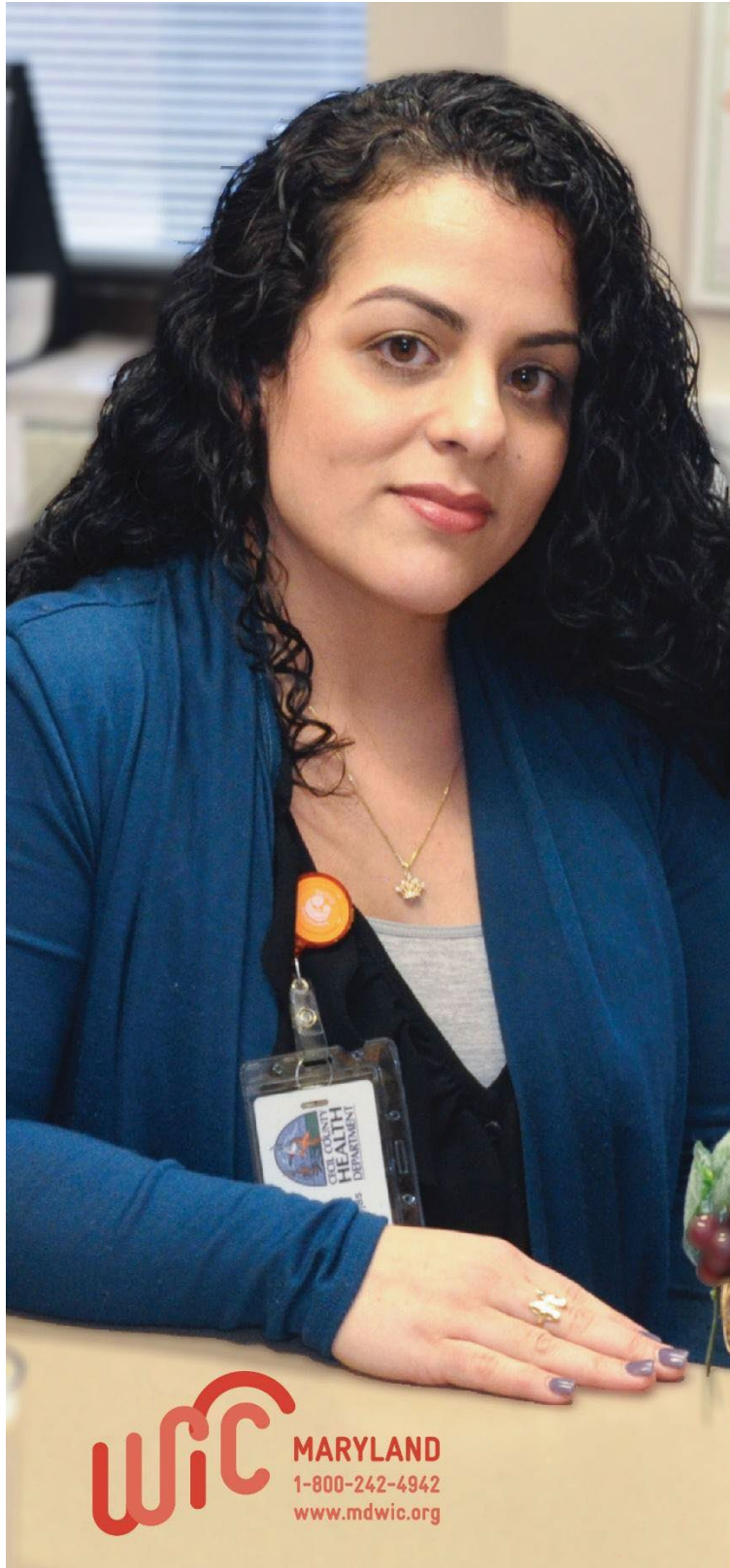
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