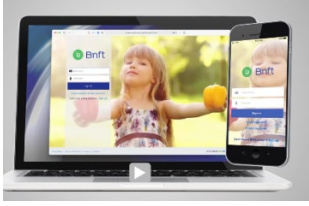
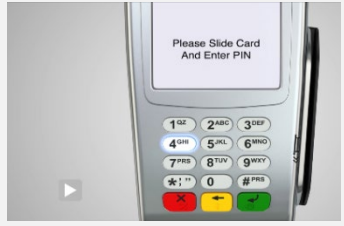
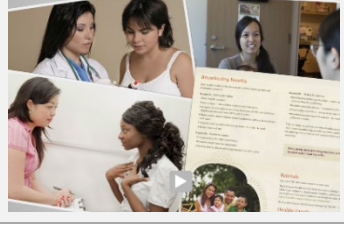


Welcome to North Carolina WIC!

These videos can be used to promote the WIC Program, introduce new participants to WIC Program services and highlight the shopping experience for participants. They provide tips and information for participants and potential participants. There is a full version of Welcome to NC WIC! that can be broken into the nine shorter segments as needed, and a Welcome to eWIC video as well. Links for each video are provided below and are available in both English and Spanish.

RESOURCE	DESCRIPTION
Welcome to NC WIC! Full version 	Welcome to NC WIC! English (Length 19:26) Welcome to NC WIC! Spanish (Length 21:14) Welcome to NC WIC! Learn about the various WIC Program services and the shopping experience as a WIC participant. <i>*Note: This full version is broken into the nine shorter segments + the Welcome to eWIC videos highlighted below.</i>
Welcome to eWIC 	Welcome to NC eWIC, English (Length 07:40) Welcome to NC eWIC, Spanish (Length 07:44) Take full advantage of your WIC benefits with eWIC! Know how to use your eWIC card, the Bnft® app, and the CVB to get the most value out of your WIC benefits.
Welcome to WIC: Introduction 	Welcome to WIC: Introduction, English (Length 02:03) Welcome to WIC: Introduction, Spanish (Length 02:13) Curious about NC WIC? Get all your questions answered in this video including who is eligible, what benefits are provided, and what to expect during a WIC clinic visit.
Welcome to WIC: Food Benefits Explained 	Welcome to WIC: Food Benefits Explained, English (Length 02:48) Welcome to WIC: Food Benefits Explained, Spanish (Length 03:03) What food benefits are available through the NC WIC Program? Learn how to find WIC-approved foods, what to expect when shopping, how to get the most from your WIC food benefits, and more in this video.
Welcome to WIC: Preparing to Shop 	Welcome to WIC: Preparing to Shop, English (Length 03:22) Welcome to WIC: Preparing to Shop, Spanish (Length 03:36) Let's get ready to shop! Plan ahead by making a shopping list and locating your resources to help select WIC-approved foods. Also, learn how to set up, use, and protect your NC eWIC card.

RESOURCE	DESCRIPTION
Welcome to WIC: At the Store 	Welcome to WIC: At the Store, English (Length 02:24) Welcome to WIC: At the Store, Spanish (Length 02:42) Time to go shopping! Learn about shopping for WIC-approved foods at approved WIC vendors in North Carolina. Discover the tools available to help you purchase your WIC-approved foods such as the Bnft® app, WIC shelf tags and your NC WIC Shopping Guide.
Welcome to WIC: WIC-Approved Foods Explained 	Welcome to WIC: WIC-Approved Foods Explained, English (Length 02:39) Welcome to WIC: WIC-Approved Foods Explained, Spanish (Length 02:48) Which foods are WIC-approved? Understand how to select WIC-approved foods, including types and sizes of food, by watching this video. Frequently asked questions about food items such as whole grains and cereals are also answered!
Welcome to WIC: Smart Spending with your CVBs 	Welcome to WIC: Smart Spending with your CVBs, English (Length 02:05) Welcome to WIC: Smart Spending with your CVBs, Spanish (Length 02:18) Learn all about WIC's Cash-Value Benefit (CVB) for purchasing your fruits and vegetables. This video highlights how to get the most out of your CVB dollars and shows the variety of fruits and vegetables you can purchase using your CVB!
Welcome to WIC: Checking Out with eWIC 	Welcome to WIC: Checking Out with eWIC, English (Length 02:21) Welcome to WIC: Checking Out with eWIC, Spanish (Length 02:33) Ready to purchase your WIC-approved foods? Watch this video so you are prepared to check out at the register using your eWIC card and know how to reset your PIN, if needed.
Welcome to WIC: Healthy Habits for Families 	Welcome to WIC: Healthy Habits for Families, English (Length 01:17) Welcome to WIC: Healthy Habits for Families, Spanish (Length 01:20) Nutrition plays an important role in children's lives. Learn why the WIC program focuses on helping families access healthy food options and how the benefit of good nutrition is long-lasting.
Welcome to WIC: Services and Benefits 	Welcome to WIC: Services and Benefits, English (Length 01:18) Welcome to WIC: Services and Benefits, Spanish (Length 01:27) Welcome to North Carolina WIC! Learn about the services and benefits offered and where to get more information about the WIC program.