

Prenatal Care Coordination

Also known as “PNCC”

For a healthy pregnancy and Baby!

Prenatal Care Coordination (PNCC) is a Medicaid benefit that supports pregnant women in obtaining services they need to have a healthy baby. Services may include health care, personal support, nutrition education, information on pregnancy, birth and infant care, breastfeeding, or assistance finding services in the community.



Why is PNCC important?

Pregnancy is a time of big changes in a woman’s life!

A PNCC Coordinator will help with:

- Planning for a healthy pregnancy, birth, and beyond.
- Getting ready for baby.
- Lifestyle changes.

Eligible Pregnant woman are partnered with their own PNCC Coordinator to answer questions and concerns during pregnancy. Together they will come up with a personalized, confidential plan of care during this important time in a woman’s life.

For more information about PNCC, contact:

The La Crosse County WIC & Nutrition Program

Phone: 608-785-9865

Email: laxwic@lacrossecounty.org

Like us on Facebook! <https://www.facebook.com/wicandnutrition>