



# HOW WIC HELPS THE UNITED STATES OF AMERICA

## MISSION OF WIC

To assure healthy pregnancies, healthy birth outcomes and healthy growth and development for women, infants and children up to age 5 who are at nutrition risk, by providing nutritious foods to supplement diets, information and education on healthy eating, and referrals to health care and critical social services.

## FUN FACTS

THERE ARE 90 STATE WIC AGENCIES, 1,900 LOCAL AGENCIES, AND 10,000 WIC CLINICS ACROSS AMERICA.

WIC SUPPORTS 53% OF ALL INFANTS BORN IN THE US.

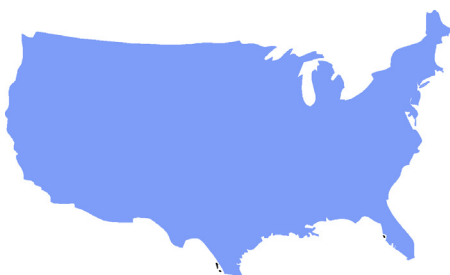
## FROM OUR PARTICIPANTS

"My first WIC experience was twelve years ago. My doctor suggested I look into WIC, because I had many questions about feeding my newborn daughter. As a first time mom at 18 years old, WIC was a really positive experience for me. WIC helped me move through the stages of feeding my daughter. The staff always took time with me to answer questions, and give specific recommendations. I was able to take a class through WIC to further help me build confidence with my skills as a mom. Years later, I began accessing WIC services with my third child and now, I work at WIC. There are a lot of services that people don't realize. WIC offers peer counseling and breast feeding support. When asked a mom what she found most rewarding, she expressed, "Listening and talking with other moms. [It feels like] oh my goodness, I am not the only one."

WIC PARTICIPANT, MASSACHUSETTS

## WHO PARTICIPATES IN WIC?

United States WIC Participation FY 2017



Pregnant Women	668,020
Fully Breastfeeding Women	235,292
Total Breastfeeding Women	577,489
Postpartum Women	492,482
Infants	1,787,331
Children	3,760,839
Total	7,286,161
Coverage (% eligible)	52.7%

Sources: USDA FNS WIC Program Data FY2017 <https://www.fns.usda.gov/pd/wic-program>; U.S. Department of Agriculture, Food and Nutrition Service, Office of Policy Support. National- and State-Level Estimates of (WIC) Eligibles and Program Reach in 2015. Note: The number of Fully Breastfeeding Women is included in the number of Total Breastfeeding Women.

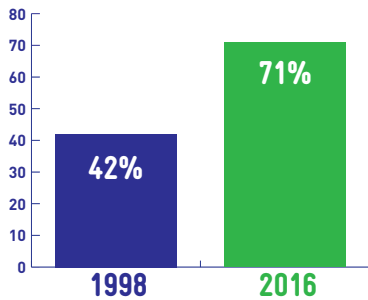
## WIC IS EFFICIENT

United States Food and Nutrition Services Benefits FY 2017

Average monthly food value per participant	\$41.24
Net federal food cost	\$3,606,017,584
Competitive bidding savings	\$1,738,673,126
Nutrition Services, Program Management	\$1,964,973,606
Total funds to state	\$7,309,664,316

Source: USDA FNS WIC Program Data FY2017 <https://www.fns.usda.gov/pd/wic-program>

## NATIONAL WIC PARTICIPANT BREASTFEEDING INITIATION RATES



MATERNAL WIC PARTICIPATION HAS BEEN SHOWN TO IMPROVE BREASTFEEDING RATES

BREASTFEEDING INITIATION RATES IN WIC HAVE INCREASED FROM 42% IN 1998 TO 71% IN 2016

Source: USDA 2016 WIC Participant and Program Characteristics (PC) Report. PC data allows for standardized comparisons to demonstrate overall progress. Some states collect more data than required by the PC Report and may yield different and more current results than shown.

## EBT STATUS

As of January 2019, all 90 WIC state agencies either have transitioned to, or are in the process of transitioning to, EBT/eWIC. USDA released a 2018 EBT status report stating:

- » 46 WIC state agencies have implemented WIC EBT/eWIC statewide.
- » 22 state agencies are in the process of planning EBT/eWIC implementation statewide.
- » 22 states are in the process of implementing EBT/eWIC.

All state WIC programs must transition from paper vouchers to electronic benefit transfer cards (EBT) by 2020.

Source: U.S. Department of Agriculture, Food and Nutrition Service (2018) WIC EBT Detail Status Report. Accessed online: <http://www.fns.usda.gov/sites/default/files/wic/WIC-detailstatusreport.pdf>.

## WIC SUPPORTS MILITARY FAMILIES

*"I would tell everybody WIC is a good program. I had never heard of WIC while I was pregnant. I was in the military and was under the impression that maybe I made too much money or it was something for really underprivileged people. It's not that type of program at all. I was just glad when I heard about it. They give you information on nutrition for your baby and for yourself when you're pregnant which is a very important thing. Every little bit helps. When you go to WIC and they say eat this, this is good for your baby, so you know. I'm just glad I've heard about it now, so if I ever get pregnant again, I know."*

**MILITARY MOM, NAVAJO NATION**