



National WIC Association
Your child has you. And you have WIC.



How WIC Impacts the People of the United States of America

ROLE OF THE WIC PROGRAM

With firm commitment to safeguarding and advancing the nutrition status and health of mothers and children and to promoting breastfeeding in the U.S., the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) works within each state to improve healthcare access for low and moderate income women and children with, or at risk of developing, nutrition-related health problems, including obesity and type 2 diabetes. WIC provides nutrition education and healthy foods enabling families to make lifelong healthy eating and lifestyle choices. The foods in the WIC food packages are specifically selected for their nutritional value to supplement the dietary needs of participants to ensure good health, growth and development. See how WIC impacts the people of the United States.

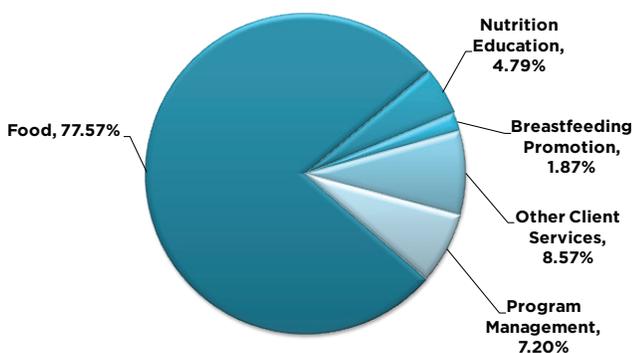
Average National
Monthly WIC Participation
October 2011 - September 2012
FY 2012

Pregnant Women	889,879
Breastfeeding Women	588,193
Postpartum Women	615,676
Infants	2,067,788
Children	4,746,305
Total Participation	8,907,840

National
WIC Food and Services Benefits
October 2011 - September 2012
FY 2012

Total Food Benefit Value Per Participant (monthly)	\$60.78
Total Food Benefit Spent in State (Food + Rebate)	\$6,496,667,815
Manufacturer Cost Containment Rebate	(\$1,688,211,659)
Net Federal Food Cost	\$4,808,456,156
Nutrition Service Benefits	\$1,877,626,148

United States WIC Funding FY 2012
(Pre-rebates)



The WIC Funding for FY 2012 graph illustrates Food Costs and the allocation of Nutrition Services Benefits in the United States:

- ➔ Food (pre-rebate): 77.57%
- ➔ Nutrition Education: 4.79%
- ➔ Breastfeeding Promotion: 1.87%
- ➔ Other Client Services: 8.57%
- ➔ Program Management (Admin): 7.20%

WIC PROMOTES HEALTH AND HEALTHCARE SAVINGS

HEALTHY EATING

WIC provides nutrition education and healthy foods to help families make healthy choices. The WIC food package includes fruits, vegetables, low-fat dairy, and whole grains. The food package helps combat food insecurity, and contributes to healthy diets which aid in reducing obesity and chronic disease.

22%

of the **United States** children are food insecure.*

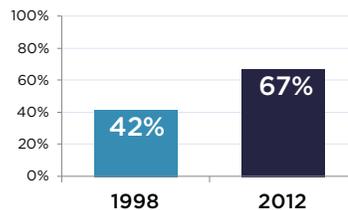
*Food insecurity refers to a lack of access, at times, to enough food or nutritionally adequate food.¹

WIC helps families combat food insecurity and nutrition-related health problems including obesity and type 2 diabetes.

BREASTFEEDING

Research shows that breastfeeding provides numerous health benefits to both the mother and her baby, helping to reduce healthcare costs. Breastfeeding lowers a child's risk of obesity, type 2 diabetes, and asthma. WIC is the largest public breastfeeding promotion program in the nation, providing mothers with education and support.

National WIC Participant Breastfeeding Rates



Source: USDA 2012 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.

PROGRAM INTEGRITY

Participants and retail vendors will experience easier benefit access and delivery as WIC aims to implement Electronic Benefit Transfer (EBT) nationwide by 2020. EBT helps reduce opportunities for vendor food cost price fraud and abuse.

VOICES OF WIC PARTICIPANTS

"WIC checks have provided an opportunity to have access to foods I would never have realized I needed without them. WIC has been a pleasant introduction into a whole healthier life for me and my child"

—WIC Participant

"The WIC Program definitely helped us get through some tough times. I tried going to nursing school, working, and providing for my children, but when the kids were little that was impossible. I ended up working part-time and extra hours when I could and enrolling in the WIC program to make ends meet for three years. It was a great program—the foods were healthy foods for growing children...Today my boys are healthy young men with successful careers, and I was eventually able to go back to nursing school and am now a registered nurse."

—WIC Participant

NWA's mission: Providing leadership to promote quality nutrition services; advocating for services for all eligible women, infants, and children; assuring the sound and responsive management of WIC.

¹Feeding America. *Mind the Meal Gap*. Retrieved February 2014 from <http://feedingamerica.org/hunger-in-america/hunger-studies/map-the-meal-gap.aspx>