



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



## How WIC Impacts the People of District of Columbia

### 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 District of Columbia.

Average District of Columbia  
Monthly WIC Participation  
October 2013 - September 2014  
FY 2014

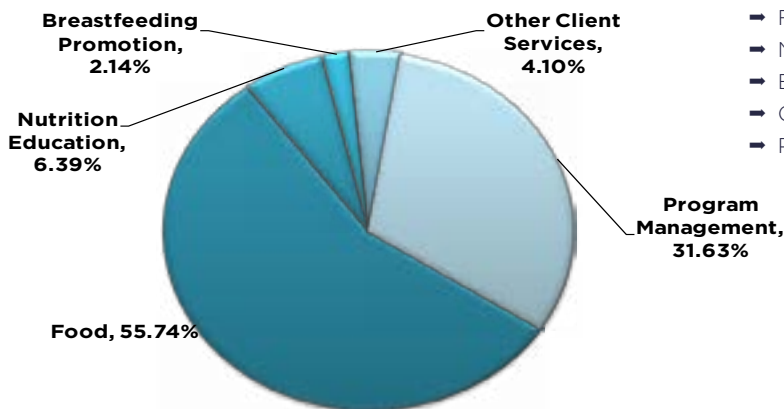
|                     |        |
|---------------------|--------|
| Pregnant Women      | 1,378  |
| Breastfeeding Women | 1,251  |
| Postpartum Women    | 1,098  |
| Infants             | 4,328  |
| Children            | 6,447  |
| Total Participation | 14,501 |

District of Columbia  
WIC Food and Services Benefits  
October 2013 - September 2014  
FY 2014

|  |                      |
|--|----------------------|
| Total Food Benefit Value Per Participant (monthly) | \$45.18              |
| Total Food Benefit Spent in State (Food + Rebate)  | <b>\$12,180,631</b>  |
| Manufacturer Cost Containment Rebate               | <b>(\$4,757,329)</b> |
| Net Federal Food Cost                              | <b>\$7,423,302</b>   |
| Nutrition Service Benefits                         | \$4,757,329          |

District of Columbia WIC Funding FY 2014  
(Pre-rebates)

The WIC Funding for FY 2014 graph illustrates Food Costs and the allocation of Nutrition Services Benefits in the District of Columbia:



- ➔ Food (pre-rebate): 55.74%
- ➔ Nutrition Education: 6.39%
- ➔ Breastfeeding Promotion: 2.14%
- ➔ Other Client Services: 4.10%
- ➔ Program Management (Admin): 31.63%

# 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.

# 28%

of **District of Columbia** children are food insecure.\*

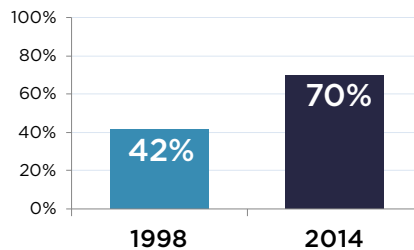
\*Food insecurity refers to a lack of access, at times, to enough food or nutritionally adequate food.<sup>1</sup>

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

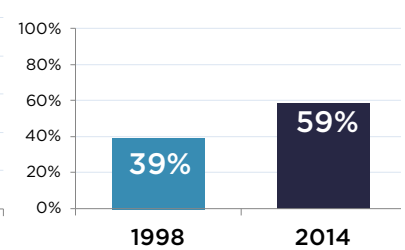
## BREASTFEEDING

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**



**District of Columbia WIC Participant Breastfeeding Rates**



Source: USDA 2014 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.

**The District of Columbia is currently in the WIC EBT planning phase.**

## VOICES OF DISTRICT OF COLUMBIA WIC PARTICIPANTS

*"The breastfeeding counselor helped me when I was having problems trying to breastfeed my baby."*

—WIC Participant, **District of Columbia**

*"WIC is important to me because it provides my family with an education on proper nutrition as well as financial assistance towards purchasing food for the nourishment of mine and my child's bodies. WIC cares about my needs as a new mom and those for my new son. I am thankful for the opportunities and access to education on proper nutrition that WIC has provided me."*

—WIC Participant, **District of Columbia**

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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.

<sup>1</sup>Feeding America. *Mind the Meal Gap*. Retrieved February 2015 from <http://feedingamerica.org/hunger-in-america/hunger-studies/map-the-meal-gap.aspx>