

Special Supplemental Nutrition Program for Women, Infants and Children (WIC)

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WIC (Quick) Facts

- **1972:** Piloted as a supplemental food program aimed at improving the health of pregnant mothers, infants and children in response to growing concern over malnutrition among many poverty-stricken mothers and young children.
- **1975:** WIC was established as a permanent Program by legislation
- WIC is a **discretionary** program, *not* entitlement
 - Child Nutrition bill (school lunch & CACFP also in this bill) reauth. every 5 years or so, funding has to be approved annually
- Federally funded- USDA/FNS
 - Food \$, Administration \$, Farmer's Market Program \$, Breastfeeding Peer Counselor Program \$, sometimes Infrastructure grant \$

Numbers

- National:
 - >8 million participants
 - ~50% of all infants served nationwide
- Montana
 - Serve ~18,000 participants ave. per month
 - About 190 retailers/vendors
 - Ave. food cost per person FFY15= \$41
 - Budget about 16 million/year in Montana
 - About 10 million on food



Eligibility

- **Categorical-** infants, children (to 5), women (pregnant, post-partum to 6 mo., breastfeeding to 1 year)
- **Income**
 - Adjunctive: Medicaid, SNAP, TANF, Free/Reduced School Lunch, FDPIR
 - Income Proof: 185% Poverty Level
 - Native American- on reservation, self-declare income
- **Residency-** live in MT
- **Identification**
- **At Nutrition Risk**

Benefits of WIC



WIC Benefits

- Nutrition education, including breastfeeding support
 - Complete nutrition assessment (ht, wt, hgb, other data)
 - Participant centered counseling and education
 - Goal setting
 - Lactation support, pumps available
- Referrals and coordination with health and social programs
- Supplemental food package

Substance Abuse



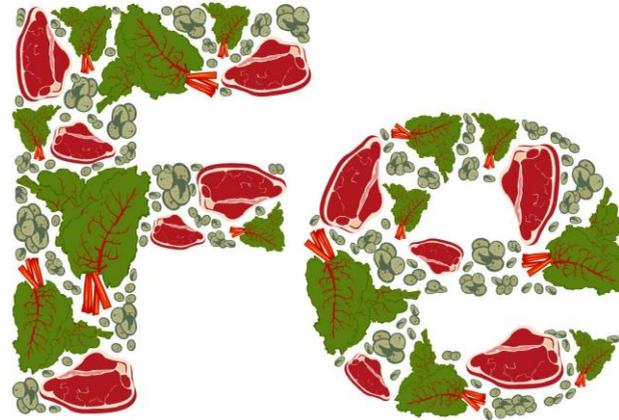
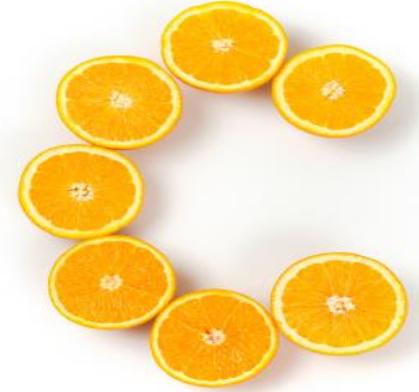
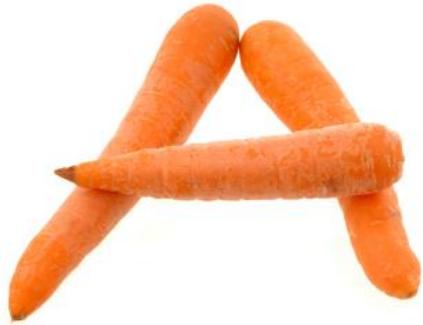
Immunizations



Nutrition and Breastfeeding Support, Promotion & Education



WIC Foods

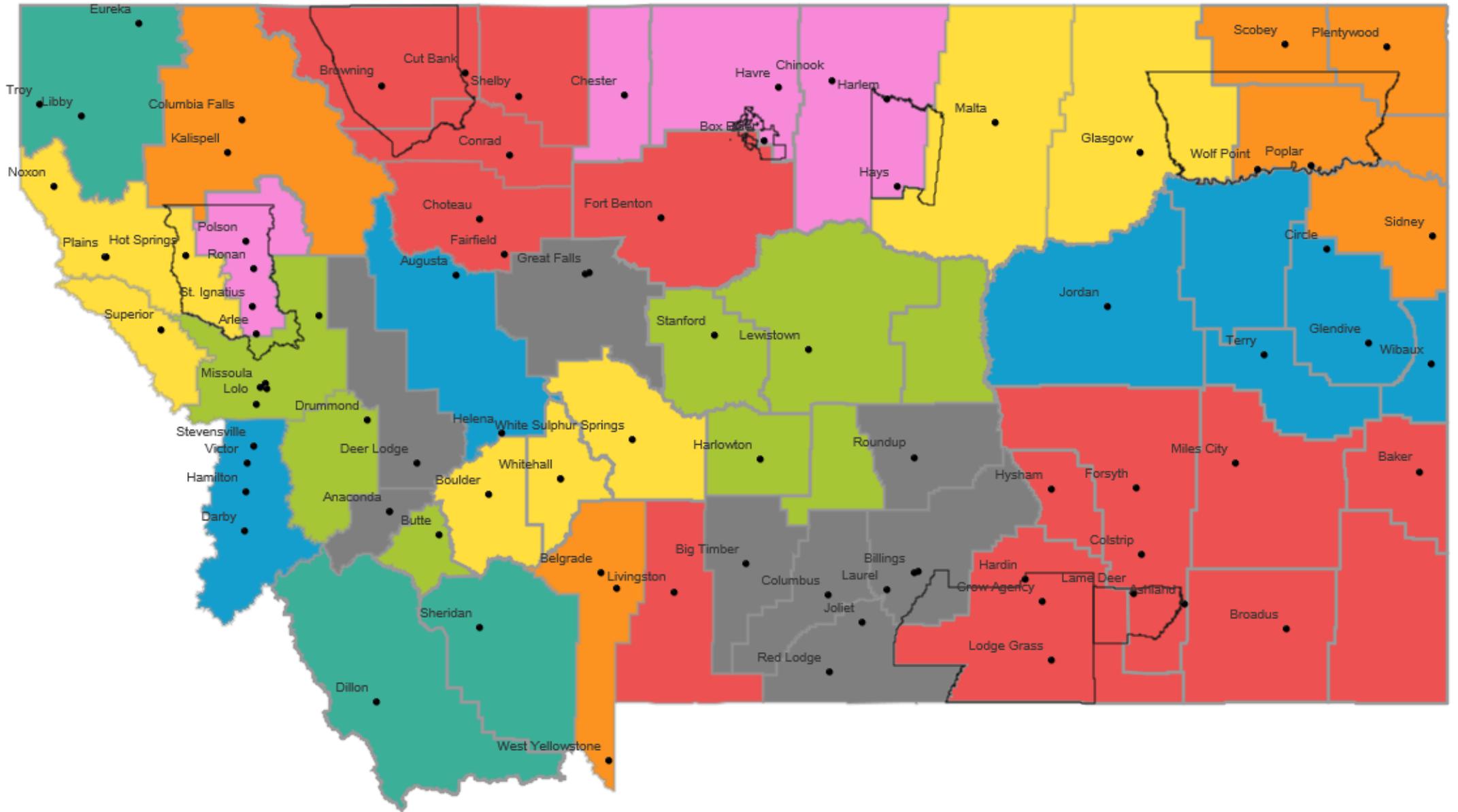


Food Package

- milk (cow, goat or soy) with option for cheese or yogurt
- beans/peanut butter
- fruits/vegetables
 - Farmers Market
- eggs
- cereal (iron fortified)
- fish (salmon or tuna)
- Juice (100%)
- whole grains (bread, rice, tortillas)
- infant formula
 - medical formula
- infant cereal
- infant fruits and vegetables
- infant meats
- medical foods

Big Picture

- Institute of Medicine reviews science (every 5 yrs)
- Makes recommendations to USDA
- USDA solidifies changes to the food package (see Food Rule)
- State's work within guidance to develop own package
 - Cost
 - Availability
 - Appeal
 - Cultural
 - Usability





Questions & Discussion