Impact of WIC

# 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 health foods enabling families to make lifelong health 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 Wisconsin.

## Add Value to Your Newsletter

Keep your content as current as possible. If you publish a monthly letter, ensure you include content from only the last month. Also, use photographs and other visuals to add interest and enable the reader to scan quickly for information.

Total Benefits Redeemed:

 **12,526**

TOTAL AMOUNT Redeemed: **$257,091.97**

STATE TOTAL per Participant\*\*: **$60.19**

**January 2016**

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**Portage County by the Numbers\***

|  |  |
| --- | --- |
| Pregnant women: **76** | Infants: **205** |
| Breastfeeding Women: **65** | Children: **484** |
| Non-Breastfeeding Women: **57** | TOTAL: **887** |
|  |  |



\*\* Obtained from the WIC Friday Morning Report (FMR) April 15, 2016

\* Obtained from ROSIE report

**WIC Promotes Health and Healthcare Savings**

**Healthy Eating**

WIC provides nutrition education healthy foods to help families make healthy choices. The WIC food package includes fruits, vegetables, low-fat dairy and whole grains. WIC also issues farmer’s market vouchers to increase the consumption of local fruits and vegetables. The food package contributes to healthy diets which aid in reducing obesity and chronic diseases.

**92.2%** of children consume
non-sugared beverages.**76%** of farmer’s market vouchers issued are used. **68%** of Portage County Children
are at a healthy weight.

**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 largest public breastfeeding promotion program in the nation, providing mothers with education and support.

**56.3%**

of 1 month olds are breastfed **53.8%**

of 3 months old are breastfed **32.2%**

of 6 months old are breastfed

 **Low Birth Weight**

Research has shown that the WIC Program has been playing an important role in birth outcomes and containing healthcare costs. It has been found that every dollar spent on prenatal WIC participation can aid in reducing the number of babies born at low birth weights.

**4.7%** Portage county, June 2016

**7.4%** Wisconsin Average