



# HOW WIC HELPS THE BADGER STATE

## 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 nutritional risk, by providing nutritious supplemental foods, breastfeeding promotion and support, education on healthy eating, and referrals to healthcare and critical social services.

## FUN FACTS

**WISCONSIN HAS ITS OWN MOBILE APP THAT IS USED BY 70% OF WIC PARTICIPANTS.**

**WISCONSIN WIC HAS CONDUCTED 8 PARTICIPANT FOCUS GROUPS AROUND THE STATE TO FIND WAYS TO IMPROVE CUSTOMER SERVICE TO PARTICIPANTS.**

**WISCONSIN HAS THE BREASTFEEDING PEER COUNSELING PROGRAM IN 53 OF IT'S LOCAL WIC AGENCIES.**

## FROM OUR PARTICIPANTS

*"Now that we are getting comfortable, that change is great. There is little to no room for errors and that is great from the business perspective."*

*"It is worth the time you put into it. The program works great for us."*

*"WIC has taught me how to bond with both of my girls. The WIC program encourages healthier eating options and things to do to keep adults and children active."*

*"I appreciate the WIC program because it helps our family get things such as fresh fruits and vegetables, baby foods, etc. that we may not have been able to afford on our own. The staff is incredibly knowledgeable, friendly, and accommodating to our family."*

### WIC VENDOR, WISCONSIN

### WIC PARTICIPANTS, WISCONSIN

## WHO PARTICIPATES IN WIC?

Wisconsin WIC Participation FY 2017



Pregnant Women	7,792
Fully Breastfeeding Women	3,291
Total Breastfeeding Women	5,410
Postpartum Women	7,771
Infants	23,259
Children	51,726
Total	95,958
Coverage (% eligible)	48.50%

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.

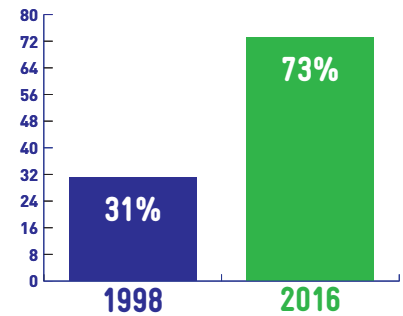
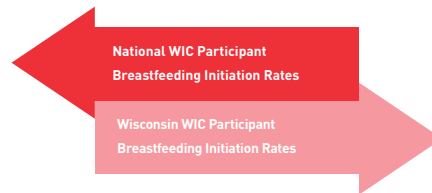
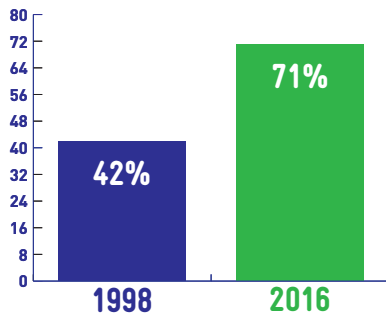
## WIC IS EFFICIENT

Wisconsin WIC Food and Nutrition Services Benefits FY 2017

Average monthly food value per participant	\$38.15
Net federal food cost	\$43,925,637
Competitive bidding savings	\$23,821,421
Nutrition, client services, and program management	\$28,395,893
Total funds to state	\$96,142,951

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

## BREASTFEEDING



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

Wisconsin has implemented WIC EBT/eWIC statewide. All state WIC programs must transition from paper vouchers to electronic benefit transfer cards (EBT) by 2020.

## WIC SUPPORTS MILITARY FAMILIES

WIC legislation and regulations provides Wisconsin WIC with the option to exclude certain housing payments and other allowances provided to military personnel in determining WIC eligibility.

## CONTACT DETAILS

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