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 WIC has conducted 8 participant focus groups around the state to find ways to improve customer service to participants.
Wisconsin WIC has its own mobile app that is used by 70% of WIC participants.
Wisconsin has the breastfeeding peer counseling program in 53 of its 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 Vendor, Wisconsin

“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 Participants, Wisconsin

WHO PARTICIPATES IN WIC?
Wisconsin WIC Participation FY 2017

<table>
<thead>
<tr>
<th>Category</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pregnant Women</td>
<td>7,792</td>
</tr>
<tr>
<td>Fully Breastfeeding Women</td>
<td>3,291</td>
</tr>
<tr>
<td>Total Breastfeeding Women</td>
<td>5,410</td>
</tr>
<tr>
<td>Postpartum Women</td>
<td>7,771</td>
</tr>
<tr>
<td>Infants</td>
<td>23,259</td>
</tr>
<tr>
<td>Children</td>
<td>51,726</td>
</tr>
<tr>
<td>Total</td>
<td>95,958</td>
</tr>
<tr>
<td>Coverage (% eligible)</td>
<td>48.50%</td>
</tr>
</tbody>
</table>

**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

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**BREASTFEEDING**

Wisconsin WIC Participant Breastfeeding Initiation Rates 1998: 42% 2016: 71%
National WIC Participant Breastfeeding Initiation Rates 1998: 31% 2016: 73%

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.

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**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.

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**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.

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**CONTACT DETAILS**

**STATE WIC DIRECTOR**
Lisa Murphy
1 W Wilson St.
Rm 243
Madison, WI
53701
T: 608-266-6780
E: Lisa.Murphy@wiscgov.com

**NUTRITION COORDINATOR**
Kari Malone
1 W Wilson St.
Rm 243
Madison, WI
53701
T: 608-266-3821
E: Kari.Malone@wiscgov.com

**BREASTFEEDING COORDINATOR**
Jennifer Ortner
1 W Wilson St.
Rm 243
Madison, WI
53701
T: 414-227-4795
E: Jennifer.Ortner@wiscgov.com

**STATE VENDOR MANAGER**
Carrie Coenen
1 W Wilson St.
Rm 243
Madison, WI
53701
T: 608-267-9744
E: Carrie.Coenen@wiscgov.com

**APL MANAGER**
Chris Grover
1 W Wilson St.
Rm 243
Madison, WI
53701
T: 608-261-6382
E: Chris.Grover@wiscgov.com

**EBT & MIS CONTACT**
Dan Cash
1 W Wilson St.
Rm 243
Madison, WI
53701
T: 414-227-4321
E: Daniel.Cash@wiscgov.com