



WIC

Smart Choices

Healthy Families

Outline

- ▶ What is WIC ?
- ▶ Who does WIC serve?
- ▶ What is the Communities role in WIC?



How It Began

History

Created by Congress in the 1960s

To address widespread hunger and poverty

A federal grant program-Congress authorizes funding each year

Made permanent in 1974

Provides:

Quality nutrition education and services

Support breastfeeding promotion and education

A monthly food prescription (package).

Access to maternal, prenatal, and pediatric health-care service referrals

Sources: USDA and National WIC Association



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What benefits do Women, Infants, and Children Receive?

- ▶ Health and Nutrition screenings
- ▶ Nutrient-dense WIC foods to help with growth and development
- ▶ Nutrition Education to help achieve life long healthy habits
- ▶ Breastfeeding education and support
- ▶ One to One counseling and group education classes
- ▶ Community referrals



Who does WIC serve?

- ▶ Target Populations low income, nutritionally at risk:
- ▶ Pregnant Women
- ▶ Breastfeeding Women
- ▶ Non-breastfeeding postpartum women
- ▶ Infants
- ▶ Children up to their 5th birthday



Eligibility:

- ▶ Income level less than or equal to 185% of the poverty level / Medicaid or SNAP participants
- ▶ Individual is at a nutritional risk

Source: National WIC Association

Let's look at Data

- ▶ In 2016 more than 1 in 10 American households (11.3%) reported having very low food security.
- ▶ In 2016 more than 5 in 10 (51%) of WIC households identified with low food security.
- ▶ In 2016 approximately 9 out of 10 (90.4%) pregnant women were enrolled in Medicaid during their pregnancy.
- ▶ In 2016 only 81.3% of pregnant women enrolled in WIC.
- ▶ In 2016 37.3% of pregnant women enrolled in WIC during the 1st trimester of pregnancy.

Breastfeeding Data

- ▶ When asked 40% of pregnant women stated that they were planning to exclusively breastfeed their baby.
- ▶ 42% of pregnant women stated that they were planning to feed both breastmilk and formula.
- ▶ 12.4% of pregnant women stated that they were planning on formula only.
- ▶ 5.6% of pregnant women stated that they were unsure how they would feed their baby.

The Shocking Results

- ▶ 86% of women who stated that they planned on breastfeeding their Baby for 6 months or longer stopped breastfeeding within 91 days.
- ▶ The average age that breastfeeding was stopped was around 3 months of age.
- ▶ 90 % of Mothers that were exclusively breastfeeding stated that their baby was given formula in the hospital.
- ▶ When asked why the stopped breastfeeding 54.4% stated it was recommended by the health care provider.

WIC Reaches Families, Neighborhoods, Communities, Cities and Beyond.....

How can communities support WIC and WIC-enrolled families?

- ▶ Promote and encourage WIC participation
- ▶ Support WIC breastfeeding efforts by helping to maintain local coalitions
- ▶ Ensure consistent practices and policies between organizations for breastfeeding support
- ▶ Support WIC and health departments leadership roles in nutrition coalitions to improve the health and nutrition environment in which WIC families live, eat, work, and play

WIC Fits into the Bigger Public Health Picture

- ▶ Local Impact-Creates a healthier community!
- ▶ WIC is a Cornerstone
- ▶ Targets children & families
- ▶ Agency networks for program and client centered services
- ▶ Staff are recognized as nutrition and breastfeeding experts in the community
- ▶ Helps meet National Objectives
- ▶ Healthy People 2020
- ▶ Assists with State Health Plan Goals
- ▶ Healthiest Texas 2020

How WIC Benefits individuals and Society

WIC Encourages Healthy Behaviors...

- ▶ Breastfeeding
- ▶ Healthy eating
- ▶ Exercise
- ▶ Decrease overweight/obesity levels

Society Benefits of WIC...

- ▶ WIC participants decrease other health care costs
- ▶ Parents who breastfeed take fewer sick days
- ▶ Children are more likely to do well in school
- ▶ Keeps Kids Safe

Source: National WIC Association





**Help Build Confidence
You Have What It Takes**

Questions ?????



For More Information

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▶ Texas WIC

Texas Health and Human Services

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www.texaswic.org

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