



National WIC Association
Your child has you. And you have WIC.



How WIC Impacts the People of North Carolina

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 healthy foods enabling families to make lifelong healthy 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 North Carolina.

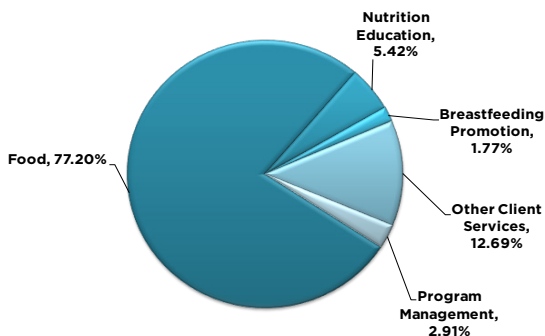
Average North Carolina
Monthly WIC Participation
October 2010 – September 2011
FY 2011

Pregnant Women	26,648
Breastfeeding Women	15,742
Postpartum Women	18,641
Infants	65,181
Children	139,642
Total Participation	265,853

North Carolina
WIC Food and Services Benefits
October 2010 – September 2011
FY 2011

Total Food Benefit Value Per Participant (monthly)	\$60.42
Total Food Benefit Spent in State (Food + Rebate)	\$192,761,120
Manufacturer Cost Containment Rebate	(\$49,997,977)
Net Federal Food Cost	\$142,745,264
Nutrition Service Benefits	\$56,919,234

North Carolina WIC Funding FY 2011
(Pre-rebates)



The WIC Funding for FY 2011 graph illustrates Food Costs and the allocation of Nutrition Services Benefits in North Carolina:

- ➔ Food (pre-rebate): 77.20%
- ➔ Nutrition Education: 5.42%
- ➔ Breastfeeding Promotion: 1.77%
- ➔ Other Client Services: 12.69%
- ➔ Program Management (Admin): 2.91%

WIC PROMOTES HEALTH AND HEALTHCARE SAVINGS

HEALTHY EATING

WIC provides nutrition education and healthy foods to help families make healthy choices. The WIC food package includes fruits, vegetables, low-fat dairy, and whole grains. The food package helps combat food insecurity, and contributes to healthy diets which aid in reducing obesity and chronic disease.

28%

of **North Carolina** children are food insecure.*

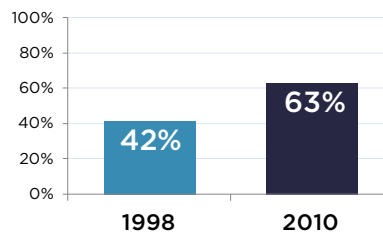
*Food insecurity refers to a lack of access, at times, to enough food or nutritionally adequate food.¹

WIC helps families combat food insecurity and nutrition-related health problems including obesity and type 2 diabetes.

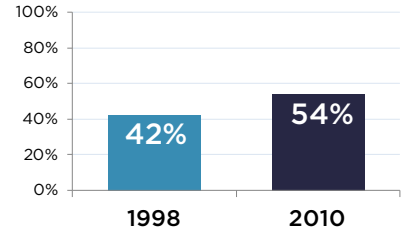
BREASTFEEDING

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

National WIC Participant Breastfeeding Rates



North Carolina WIC Participant Breastfeeding Rates



Source: USDA 2010 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.

PROGRAM INTEGRITY

Participants and retail vendors will experience easier benefit access and delivery as WIC aims to implement Electronic Benefit Transfer (EBT) nationwide by 2020. EBT helps reduce opportunities for vendor food cost price fraud and abuse.

VOICES OF NORTH CAROLINA WIC PARTICIPANTS

"This is one of the most beneficial programs that the state offers. The WIC program encourages and teaches healthy eating habits for our children at a young age and stays with them through adulthood where they can pass it on to their children. With our countries increasing obesity rate with adults and children its very important that there is a program out there that not only teaches us how to eat correctly but only allows us to buy healthy food items And when we teach our children healthy eating habits it will help with our obesity rate, which will help with doctor visits and the fight against heart disease and that will save our country more money by not having to pay out as much for assistance on medical." —WIC Participant, **North Carolina**

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NWA's mission: Providing leadership to promote quality nutrition services; advocating for services for all eligible women, infants, and children; assuring the sound and responsive management of WIC.

¹Feeding America. *Mind the Meal Gap*. Retrieved July 2012 from <http://feedingamerica.org/hunger-in-america/hunger-studies/map-the-meal-gap.aspx>