



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



How WIC Impacts the People of Wisconsin

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 Wisconsin.

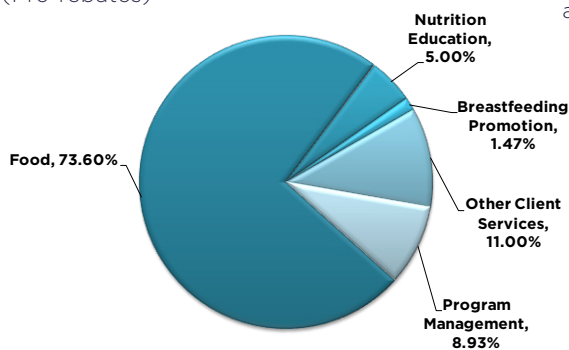
Average Wisconsin
Monthly WIC Participation
October 2010 – September 2011
FY 2011

Pregnant Women	11,470
Breastfeeding Women	5,776
Postpartum Women	10,002
Infants	28,126
Children	66,142
Total Participation	121,516

Wisconsin
WIC Food and Services Benefits
October 2010 – September 2011
FY 2011

Total Food Benefit Value Per Participant (monthly)	\$56.11
Total Food Benefit Spent in State (Food + Rebate)	\$81,815,457
Manufacturer Cost Containment Rebate	(\$18,577,595)
Net Federal Food Cost	\$63,237,862
Nutrition Service Benefits	\$33,088,553

Wisconsin WIC Funding FY 2011
(Pre-rebates)



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

- ➔ Food (pre-rebate): 73.60%
- ➔ Nutrition Education: 5.00%
- ➔ Breastfeeding Promotion: 1.47%
- ➔ Other Client Services: 11.00%
- ➔ Program Management (Admin): 8.93%

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.

21%

of **Wisconsin** children are food insecure.*

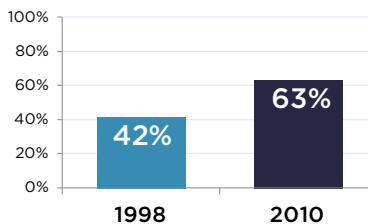
*Food insecurity refers to a lack of access, at times, to enough food or nutritionally adequate food.

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

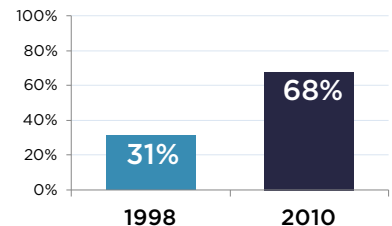
BREASTFEEDING

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



Wisconsin 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.

Wisconsin has completed the WIC EBT planning process.

VOICES OF WISCONSIN WIC PARTICIPANTS

"WIC was important to my family because my son was premature and needed extra nourishment and WIC was able to supply the additive he needed as well as extended benefits for his situation. WIC also helped me with learning to breastfeed and with helpful tips."

—WIC Participant, **Wisconsin**

"If WIC was not available to my family we would not have been able to provide adequate nutrition for our children. They have given me as a mother very good advice on how to feed my children appropriately. I would also like to say all the ladies at my work office at amazing! They are not only knowledgeable they are very friendly!"

—WIC Participant, **Wisconsin**

State WIC Director
Patti J. Hauser
1 W Wilson St, Room 243
PO Box 2659
Madison, WI 53701-2659

Nutrition Coordinator
Lisa Murphy, MPH, RD, CD, CLS
1 W Wilson St, Room 243
PO Box 2659
Madison, WI 53701-2659

Breastfeeding Coordinator
Kate A. Pederson
1 W Wilson St, Room 243
PO Box 2659
Madison, WI 53701-2659

State Vendor Manager
Carrie L. Coenen
1 W Wilson St, Room 1051
PO Box 2659
Madison, WI 53701-2659

T: 608-266-3821
F: 608-266-3125
E: patti.hauser@wisconsin.gov

T: 608-266-6780
F: 608-266-3125
E: Lisa.Murphy@dhs.Wisconsin.gov

T: 608-267-9186
F: 608-266-3125
E: kathryn.pederson@wisconsin.gov

T: 608-267-9744
F: 608-266-1514
E: carrie.coenen@wisconsin.gov

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>