

# WIC Program

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# WIC

WIC is the nation's premiere public health nutrition program which helps low to moderate income families eat well and stay healthy by providing:

Nutrition and health information

Nutritious foods

Referral to health and community resources

Breastfeeding support

To:

- Pregnant Women
- Breastfeeding Women
- Newly Delivered Mothers
- Infants
- Children - Up to age 5
- Foster Children - Up to age 5

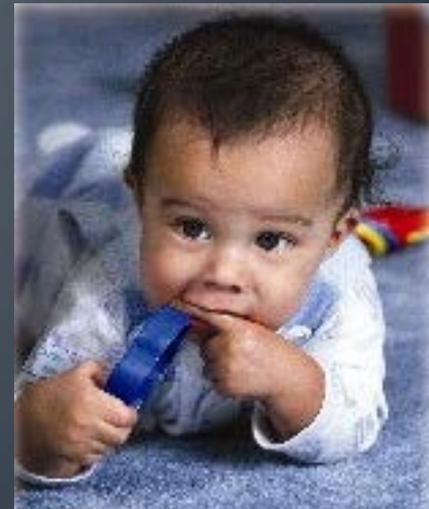


# WIC

- Short-term intervention program
- Designed to influence lifetime nutrition and health behaviors

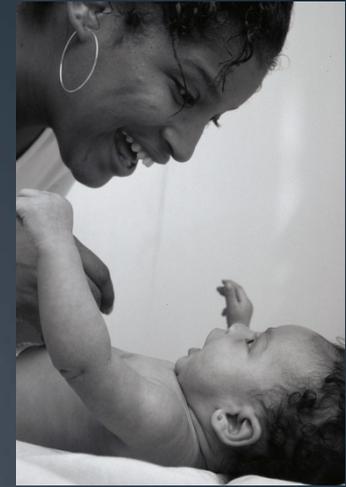
## Long-term prevention/outcomes

- Improved pregnancy outcomes
- Healthier infants and children
  - ❖ better nutrition intakes
  - ❖ immunization rates
  - ❖ better dental health



# You are eligible for WIC if you are ...

- A Nebraska resident
- The Target Population
- Income Eligible OR currently receive ADC, SNAP, or Medicaid
- At Nutritional Risk
  - Medical Based
  - Dietary Based



# Where is WIC?

- WIC is everywhere
  - All 50 States
  - US Territories
  - 13 Local agencies in Nebraska
  - 110 Sites
  - A variety of organizations provide WIC services: health departments, social services agencies, military bases, medical offices

# LLCHD WIC Locations

- Main Office (31<sup>st</sup> and O)
- Cornhusker Clinic (27<sup>th</sup> and Cornhusker)
  - Newly Renovated/Space
  - Confidentiality
  - Breastfeeding Space

# What does WIC provide?

- Nutrition and health education
  - Prenatal nutrition and health
  - Baby Behavior
  - Feeding dynamics
  - Developmental milestones
  - Special needs
  - Parenting

# What does WIC provide?

- Breastfeeding promotion and support
  - All WIC staff receive ongoing training/CLC's
  - Certified Lactation Counselors
  - Partnership with MilkWorks
  - Birth plan
  - Breast pumps available



# What does WIC provide?

- Screening and referrals to other health and social services
  - Sharing information: Height, weight, hemoglobin
  - Medical and dental homes
  - Nutrition and food security assessment
  - Housing, education, car seats, etc.

# Partnerships

- MilkWorks
- Early Head Start and Head Start
- LLCHD Programs - Dental, Immunizations, Healthy Families America
- Lincoln Medical Education Partnership -Lincoln Medical Family Practice Program
- Lincoln Community Breastfeeding Initiative
- Physician's Offices
- Lancaster County Cooperative Extension (NEP)

# WIC Foods

- Milk
- Cheese
- Whole grain cereals, bread, rice, tortillas
- 100% fruit and vegetable juice
- Peanut butter and beans
- Fresh fruits and vegetables
- Eggs
- Salmon or Tuna
- Infant cereals,
- Baby foods - fruits, vegetables,
- Baby foods - meat
- Formula

# WIC or SNAP

- Special Supplemental Nutrition Program for Women, Infants, and Children
  - Discretionary program administered by United States Department of Agriculture Food and Nutrition Services
- Special Nutrition Assistance Program
  - Entitlement program administered United States Department of Agriculture Food and Nutrition Services

# WIC or SNAP

## WIC

- 185% Poverty limit
- Prescribed food package of highly nutritious foods
  - Based on scientific research by the Institutes of Medicine
- Mandated nutrition education
- No rollover for foods

## SNAP

- 130% Poverty Limit
- Broad guidelines for food selection
- Optional nutrition education
- Funds rollover to following month if unspent

## Proven Financial Savings

Every \$1 spent in WIC saves up to \$3.07 in health care costs

Numerous studies have shown that pregnant women who participate in WIC have longer pregnancies leading to fewer preterm births and fewer LBW and VLBW babies.



# LLCHD WIC Facts

- Average caseload 2015 - 3550 clients per month
  - \* 24% Women (23%)
  - \* 53% Children (52%)
  - \* 23% Infants (25%)
  - \* 33% Some breastfeeding (28%)
  - \* 12% Exclusive breastfeeding (10%)
- 6 Registered Dietitians/3 CLC's
- Journey System (Paperless)

Thank you!

Any questions?