



WIC – Special Supplemental Nutrition Program for Women, Infants and Children

Promoting & Protecting the Health of Iowans

Division of Health Promotion & Chronic Disease Prevention

Phone: 515-281-4919

www.idph.state.ia.us/wic/default.aspx



When money is tight, difficult decisions must be made. For some Iowans, that means buying a used car instead of a new one. But for others, the decision may be between paying the rent and buying food. The IDPH WIC program ensures that some of the most vulnerable Iowans — low-income pregnant, breastfeeding, or postpartum women and their children up to age five — never have to go without good nutrition.

WIC services are the gateway to good health. Families looking for help with food through WIC also find access to other services such as prenatal care, well-child care, immunizations, lead screening, and many others that help families stay healthy.

Through WIC, all Iowa children and their mothers have access to a healthy start.

Did you know?

Each month, the Iowa WIC Program serves approximately 69,000 women, infants, and children, which is approximately 88% of those estimated to be eligible for services.

Why is WIC important to promoting and protecting the health of Iowans?

- More than 51% of infants born in Iowa receive WIC.
- One in every three pregnant women in Iowa receives WIC.
- Nearly one in five children in Iowa between ages 1 and 5 participates in WIC.
- WIC strengthens families by influencing lifetime nutrition and health behaviors.
- The WIC program coordinates services with many other programs including prenatal and postpartum care, well child care, immunizations, lead poisoning prevention programs, early intervention services, child care, Head Start, *hawk-i*, breastfeeding support, parenting education programs, food assistance programs, and more.

Which Iowa Public Health Goals are we working to achieve?

Promote healthy behaviors

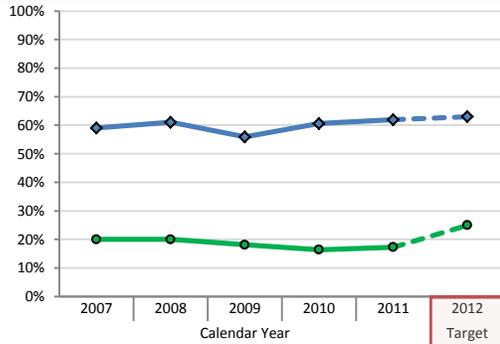
Strengthen the public health infrastructure

What do we do?

- Provide access to nutrient-rich foods.
- Offer nutrition education and support in making positive behavior changes in diet and physical activity.
- Provide breastfeeding education and support.
- Make referrals for health care and social services.
- Offer community-based services through 20 local contractors.
- Improve access to Iowa grown fruits and vegetables through the WIC Farmers Market Nutrition Program (in cooperation with the Iowa Department of Agriculture and Land Stewardship).
- Stimulate the Iowa economy by buying over \$45 million dollars of food from more than 650 Iowa grocery stores and pharmacies that accept WIC checks for the prescribed supplemental foods.
- Support Iowa agriculture by providing supplemental foods produced in the state (milk, fruit juice, whole wheat bread, and eggs).
- Provide statistics to local, state, and federal public health programs and organizations to monitor the nutrition and health status of women, infants, and children.

How do we measure our progress?

- 1 Percent of WIC infants breastfed at birth.
- 2 Percent of WIC infants breastfeeding at 6 months.



Data Source: CDC Pediatric Nutrition Surveillance Data. Data are available annually with the release determined by CDC priorities.

How are we doing? Initiation rates continue to increase slowly, just as the rates for all Iowa infants are increasing. Of all Iowa infants born in 2009, 79.3% were ever breastfed (Data Source: Breastfeeding Report Card – United States, 2012).

Duration rates have increased, but at a much slower pace. Duration rates are particularly a challenge because Iowa has the highest rate of maternal employment for families with children under age 6. The women served by WIC are also more likely to work in places that do not support breastfeeding. Of all Iowa infants born in 2009, 48.7% were still being breastfed at 6 months of age (Data Source: Breastfeeding Report Card – United States, 2012).



What can Iowans do to help?

1. All Iowans can promote and support breastfeeding. Breastfeeding is the best way to feed healthy newborns. To learn more about breastfeeding, go to www.idph.state.ia.us/wic/breastfeeding.aspx.
2. All Iowans can refer potentially eligible families to WIC. For more information about WIC, go to www.idph.state.ia.us/wic/families.aspx.
3. All Iowans can provide information about WIC services in your community. Free outreach materials are available from the state WIC office. Go to www.idph.state.ia.us/wic/Resources.aspx?SubPg=Outreach to access the online website to order materials.

Expenditures

Program caseload levels are dependent upon the number of individuals who can be supported with the funds that are allocated. However, substantial cost savings are achieved through manufacturer rebates on infant formula, enabling WIC to serve more participants. The dollar amounts of the rebates are shown in the table to the right. **Total expenditures** reflect the actual amount of money spent using federal funds *plus* the savings from the rebates.

Federal funds: 0153-0508/0512/0514/0516/0608/0652/0678

	State Fiscal Year 2011 Actual	State Fiscal Year 2012 Actual	State Fiscal Year 2013 Estimate
State funds	\$0	\$0	\$0
Federal funds	\$47,887,429	\$46,993,651	\$49,283,698
Manufacturer rebates	\$13,985,236	\$12,008,014*	\$15,297,844
Total expenditures	\$61,872,665	\$59,001,665	\$64,581,542
FTEs	14.03	14.11	14.90

Note: Funding information is intended to provide an overview of funding related to the program area. It does not include all federal and state requirements and/or restrictions for the use of funds. Contact the program area for more detailed budget information.

*August and September 2011 rebates not billed due to federal reporting changes.