



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



## How WIC Impacts the People of Idaho

### 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 Idaho.

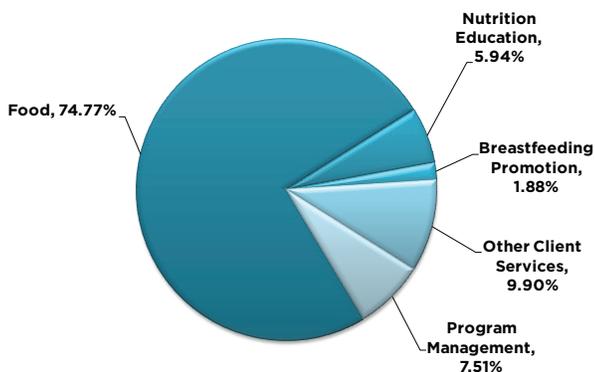
Average Idaho  
Monthly WIC Participation  
October 2011 - September 2012  
FY 2012

Pregnant Women	4,260
Breastfeeding Women	3,409
Postpartum Women	2,642
Infants	9,925
Children	23,514
Total Participation	43,751

Idaho  
WIC Food and Services Benefits  
October 2011 - September 2012  
FY 2012

Total Food Benefit Value Per Participant (monthly)	\$50.33
Total Food Benefit Spent in State (Food + Rebate)	<b>\$26,422,899</b>
Manufacturer Cost Containment Rebate	<b>(\$7,080,641)</b>
Net Federal Food Cost	<b>\$19,342,258</b>
Nutrition Service Benefits	\$8,915,545

Idaho WIC Funding FY 2012  
(Pre-rebates)



The WIC Funding for FY 2012 graph illustrates Food Costs and the allocation of Nutrition Services Benefits in Idaho:

- ➔ Food (pre-rebate): 74.77%
- ➔ Nutrition Education: 5.94%
- ➔ Breastfeeding Promotion: 1.88%
- ➔ Other Client Services: 9.90%
- ➔ Program Management (Admin): 7.51%

# 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.

# 23%

of Idaho children are food insecure.\*

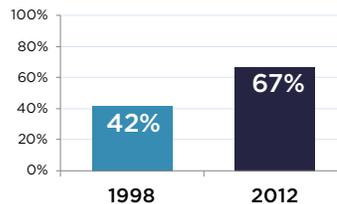
\*Food insecurity refers to a lack of access, at times, to enough food or nutritionally adequate food.<sup>1</sup>

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

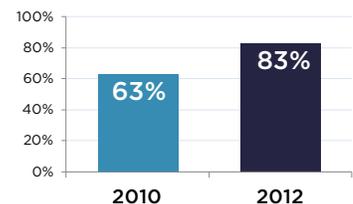
## BREASTFEEDING

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



### Idaho WIC Participant Breastfeeding Rates



2010 data earliest available.

Source: USDA 2012 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 IDAHO WIC PARTICIPANTS

*"I first encountered WIC... in 2003, when my first child was about 8 months old. Our little family had fallen on hard financial times after I lost my job. I left the office that day with a boost of confidence about continuing breast feeding with my daughter...We soon transferred... where I have been privileged to receive an abundance of guidance, support, and encouragement for the challenges I've faced with my children."*

—WIC Participant, Idaho

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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.

<sup>1</sup>Feeding America. *Mind the Meal Gap*. Retrieved February 2014 from <http://feedingamerica.org/hunger-in-america/hunger-studies/map-the-meal-gap.aspx>