



**Department
of Health**

Special Supplemental Nutrition Program For Women, Infants, and Children (WIC)

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Outline

- General Program Overview
- WIC Eligibility and Benefits
- WIC Program Outcomes
- NYS WIC Program Information
- NYS WIC Program Goals

General Program Overview

Program Overview

Sponsored by United States Department of Agriculture Food and Nutrition Service (USDA/FNS)

Discretionary Supplemental Nutrition Program for Women, Infants, and Children

USDA WIC Mission Statement

To safeguard the health of low-income women, infants, and children up to age 5 who are at nutrition risk by providing nutritious foods to supplement diets, information on healthy eating, and referrals to health care.



NYS WIC Program

- Approximately 470,000 Participants
 - 112,000 Women
 - 107,000 Infants
 - 248,000 Children
- 92 Local Agency Sponsors
- 1400 staff
- 400 Permanent and Temporary Sites
- 3,550 Authorized Vendors

2016 NYS WIC Program Funding

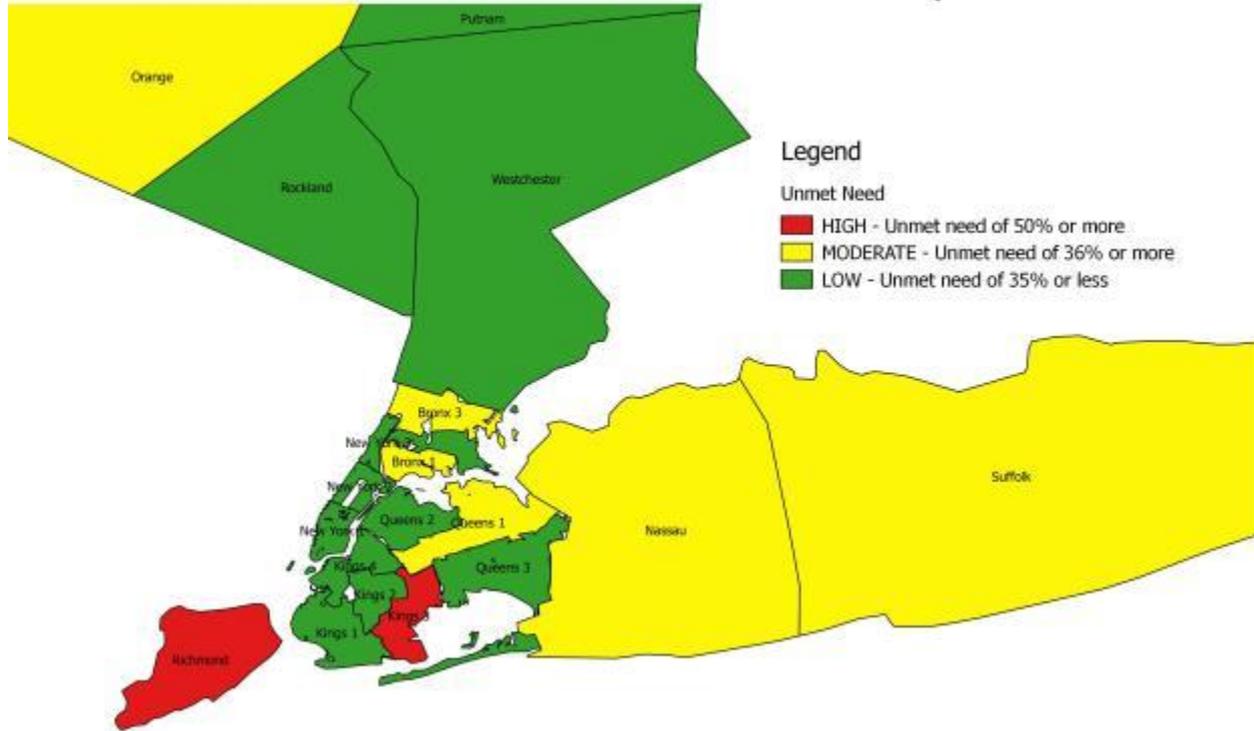
- \$450 million in Food Benefits (Grants and Rebates)
- \$136 million in Local Grants (Federal and State Funds)

- Federal Funding is Discretionary

- 2016 Anticipated Federal funding is sufficient to serve an additional 57,000 participants

Program Participation Rates

FFY 2014 NYS WIC Unmet Need - Metropolitan



Legend

Unmet Need

- HIGH - Unmet need of 50% or more
- MODERATE - Unmet need of 36% or more
- LOW - Unmet need of 35% or less

WIC Eligibility

Who Is Eligible for WIC?

- Pregnant women
- Postpartum women up to 6 months after giving birth
- Breastfeeding women up to the infant's first birthday
- Infants and children up to 5 years of age
- Fathers and caretakers may apply for benefits for their children



Eligibility Criteria

- New York State Residency
- Have a need for improved nutrition
- Meet income guidelines
 - Receive SNAP, Medicaid, or TANF
 - Have household income equal to or less than 185% FPL (\$44,863 for a family of 4)



WIC Benefits

NYS WIC Breastfeeding Support

- Education and Support provided by
 - 300 Breastfeeding Peer Counselors
 - Registered Dietitians
 - Certified Lactation Counselors (CLCs)
 - International Board of Certified Lactation Consultants (IBCLCs)
- Enhanced food package for breastfeeding women
- Breast Pumps



Nutrition Education

- Participant Centered Services
- One-on-one counseling
- Group sessions
- Goals: improve overall health of the family through improved nutrition and increased physical activity
- Referrals to other professionals for specific health problems



Referral Services

- Prenatal Care
- Primary Care
- NYS Health Plan Marketplace
- SNAP, TANF, HEAP, Housing Assistance
- Food Pantries
- Immunizations
- Domestic Violence
- Substance Abuse Treatment and Counseling
- Smoking Cessation
- NYS Cancer Services Program



Supplemental Foods

- Based on IOM Recommendations
- Align with Dietary Guidelines and AAP Infant Feeding Guidelines
- Promote Breastfeeding
- Specific, tailored foods to meet dietary needs
- Accommodate cultural food preferences
- Designed to address national health issues

WIC Foods

Average benefit = \$65 per month

- Fruits and Vegetables
- Whole Wheat Pasta & Tortillas, Brown Rice
- Whole Grain Cereal & Bread
- Beans, Peanut Butter, Canned Fish
- Low-fat or Fat-Free Milk and Yogurt
- Cheese and Eggs
- Infant Fruits and Vegetables and Cereal
- Juice
- Infant Formula
- Farmers' Market Coupons



WIC Program Outcomes

How WIC Reduces Health Care Costs

- Lower infant mortality rates¹
- Longer pregnancies resulting in fewer premature births²
- WIC reduces incidence of low-birth-weight by 25% and very-low-birth-weight by 44%³
- Supplemental foods provide financial support for a healthy diet



How WIC Benefits Children

- WIC increases children's intake of iron, potassium, and fiber, in contrast to SNAP⁴
- Children in WIC show better cognitive development⁵
- Children who received WIC achieved better Math and Reading scores than non-WIC children with similar SES⁵
- Obesity rates have dropped since 2009 among NYS children enrolled in WIC⁶



How WIC Benefits the Community

- Women return to work sooner with breastfeeding support⁷
- Every WIC dollar spent on pregnant women saves \$1.92-\$4.21 in Medicaid costs for newborns and their mothers in the first 60 days of life⁸
- Revenue for WIC vendors: \$450 M in revenue for 3,550 NYS vendors
- Improved variety and selection of healthy food available to community members

2016 NYS WIC Program Priorities and Goals

2014-2018 USDA Strategic Plan

- Ensure that all America's children have access to safe, nutritious and balanced meals
- Reduce incidence of food insecurity
- Ameliorate rural poverty
- Promote healthy diet and physical activity
- Provide greater program integrity, efficiency and/or effectiveness

NYS WIC Strategic Priorities

- Performance Improvement and Data Driven Decisions
- Embrace and Leverage Technology
- Enhance Partnerships and Communication
- Streamlining Program Administration
- Align Resources With Goals

NYS WIC Program Objectives

- Increase Breastfeeding Rates
- Improve Participant Centered Services to Enhance Health of Participants
- Increase Retention and Outreach
- Prepare to pilot EBT by 2018
- Improve the WIC shopping experience



Growing Up Healthy Hotline
1-800-522-5006

NYS WIC Program Website
<https://www.health.ny.gov/wic>

<https://health.data.ny.gov/Health/Women-Infants-and-Children-WIC-Program-Site-Inform/g4i5-r6zx>

Citations

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Resources

Growing Up Healthy Hotline

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www.breastfeedingpartners.org

Questions?

Find Out More About the NYS WIC Program

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