MISSION OF WIC
To assure healthy pregnancies, healthy birth outcomes and healthy growth and development for women, infants and children up to age 5 who are at nutrition risk, by providing nutritious foods to supplement diets, information and education on healthy eating, and referrals to health care and critical social services.

FUN FACTS

FOUR NORTH CAROLINA WIC AGENCIES WERE AWARDED THE LOVING SUPPORT AWARD OF EXCELLENCE AT THE GOLD LEVEL

FROM OUR PARTICIPANTS
“I believe that the WIC program has been a great help to me and my family. The nutrition program offers excellent information. Thanks for helping us.”
WIC Participant, North Carolina

“This is one of the most beneficial programs that the state offers. The WIC program encourages and teaches healthy eating habits for our children at a young age and stays with them through adulthood where they can pass it on to their children. With our country’s increasing obesity rate...And when we teach our children healthy eating habits it will help with our obesity rate, which will help with doctor visits and the fight against heart disease and that will save our country more money by not having to pay out as much for assistance on medical.”
WIC Participant, North Carolina

WHO PARTICIPATES IN WIC?
North Carolina WIC Participation FY 2015

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pregnant Women</td>
<td>23,782</td>
</tr>
<tr>
<td>Fully Breastfeeding</td>
<td>[7,427]</td>
</tr>
<tr>
<td>Total Breasfeeding Women</td>
<td>16,995</td>
</tr>
<tr>
<td>Postpartum Women</td>
<td>18,638</td>
</tr>
<tr>
<td>Infants</td>
<td>61,242</td>
</tr>
<tr>
<td>Children</td>
<td>127,587</td>
</tr>
<tr>
<td>Total</td>
<td>248,245</td>
</tr>
<tr>
<td>Coverage (%) eligible</td>
<td>58.2%</td>
</tr>
</tbody>
</table>

Source: USDA FNS WIC Program Data FY2015 https://www.fns.usda.gov/pd/wic-program
**WIC IS EFFICIENT**

North Carolina WIC Food and Nutrition Services Benefits FY 2015

<table>
<thead>
<tr>
<th>Description</th>
<th>1998</th>
<th>2014</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly food value per participant</td>
<td>$0</td>
<td>$42.85</td>
<td>$42.85</td>
</tr>
<tr>
<td>Net federal food cost</td>
<td>$0</td>
<td>$127,638,286</td>
<td>$127,638,286</td>
</tr>
<tr>
<td>Competitive bidding savings</td>
<td>0%</td>
<td>68%</td>
<td>68%</td>
</tr>
<tr>
<td>Admin Cost (Nutrition Service Benefits)</td>
<td>$0</td>
<td>$55,916,085</td>
<td>$55,916,085</td>
</tr>
<tr>
<td>Total funds to state</td>
<td>$0</td>
<td>$243,468,865</td>
<td>$243,468,865</td>
</tr>
</tbody>
</table>


**EBT STATUS**

North Carolina is implementing WIC EBT statewide. All state WIC programs must transition from paper vouchers to electronic benefit transfer cards (EBT) by 2020.

**WIC SUPPORTS MILITARY FAMILIES**

The WIC Program in North Carolina supports the military by locating WIC clinics on bases and having commissaries as approved WIC Vendors. This makes WIC participation convenient for military families.

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