**How WIC Helps**

**The Heart of Dixie**

**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 nutritional risk, by providing nutritious supplemental foods, breastfeeding promotion and support, education on healthy eating, and referrals to healthcare and critical social services.

**WHO PARTICIPATES IN WIC?**

Alabama WIC Participation FY 2017

- Pregnant Women: 14,584
- Fully Breastfeeding Women: 1,825
- Total Breastfeeding Women: 3,628
- Postpartum Women: 12,738
- Infants: 33,674
- Children: 59,369
- Total: 123,993
- Coverage (% eligible): 54.10%


**Fun Facts**

- AL WIC has partnered with CHEAHA regional Head Start to provide WIC services at a Head Start location.
- AL WIC made additions to the WIC approved foods list in order to target child retention. Examples of additions included yogurt and cereals.
- AL WIC completed several important tasks in advance of EWIC implementation to include signing a contract with a processor and developing participant, clinic, and vendor materials that promote electronic benefits issuance.

**From Our Participants**

“Thank you WIC for providing formula for my daughter. Overnight, I went from a Dad with visitation rights to a Dad raising a 3 month old infant. Last weekend, my daughter’s mother brought her for a visit and left my daughter with me for good giving me full custody. I had no idea where to go for help. I went to the local Health Department. The lady there asked me if my daughter had been on WIC. I had no idea. The Health Department employee was able to find out that my daughter was on WIC where she had lived with her mother and was able to transfer her WIC to my family. I walked out of the clinic with food instruments to purchase formula. I also was able to talk with the Nutritionist. She explained to me how to mix the formula correctly and when to start feeding my daughter cereal. I’m thankful for the WIC program. I have a lot to learn about taking care of my daughter but I feel good that I will be feeding her correctly.”

WIC Participant, Alabama

“Thank you WIC for providing formula for my daughter. Overnight, I went from a Dad with visitation rights to a Dad raising a 3 month old infant. Last weekend, my daughter’s mother brought her for a visit and left my daughter with me for good giving me full custody. I had no idea where to go for help. I went to the local Health Department. The lady there asked me if my daughter had been on WIC. I had no idea. The Health Department employee was able to find out that my daughter was on WIC where she had lived with her mother and was able to transfer her WIC to my family. I walked out of the clinic with food instruments to purchase formula. I also was able to talk with the Nutritionist. She explained to me how to mix the formula correctly and when to start feeding my daughter cereal. I’m thankful for the WIC program. I have a lot to learn about taking care of my daughter but I feel good that I will be feeding her correctly.”

WIC Vendor, Alabama
WIC IS EFFICIENT
Alabama WIC Food and Nutrition Services Benefits FY 2017

- Average monthly food value per participant: $45.43
- Net federal food cost: $67,602,735
- Competitive bidding savings: $31,314,471
- Nutrition, client services, and program management: $29,251,183
- Total funds to state: $128,168,389

Source: USDA 2016 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.

EBT STATUS

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

WIC SUPPORTS MILITARY FAMILIES

Information about WIC is shared with military contacts throughout the state to ensure that military families are aware of the WIC program and how to apply. The Madison County Health Department has a WIC clinic half a day per week at Redstone Arsenal in Huntsville. This is for military and civilian families who live/work on the base. There are 48 military families representing 98 WIC participants in ten clinics statewide.

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