HOW WIC HELPS THE CENTENNIAL STATE

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?
Colorado WIC Participation FY 2017

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pregnant Women</td>
<td>7,584</td>
</tr>
<tr>
<td>Fully Breastfeeding Women</td>
<td>4,544</td>
</tr>
<tr>
<td>Total Breastfeeding Women</td>
<td>6,919</td>
</tr>
<tr>
<td>Postpartum Women</td>
<td>6,469</td>
</tr>
<tr>
<td>Infants</td>
<td>20,466</td>
</tr>
<tr>
<td>Children</td>
<td>42,983</td>
</tr>
<tr>
<td>Total</td>
<td>84,420</td>
</tr>
<tr>
<td>Coverage (% eligible)</td>
<td>40.80%</td>
</tr>
</tbody>
</table>


FROM OUR PARTICIPANTS
“If it hadn’t been for WIC and the help with breastfeeding, I don’t know if I would’ve been able to do it for an entire year.”
WIC PARTICIPANT, COLORADO

FUN FACTS

RECENT MODERNIZATION INCLUDES EWIC BENEFITS, SHOPPING APP, TEXT REMINDERS, AND ONLINE NUTRITION EDUCATION.

PEER COUNSELORS NOW SUPPORT WOMEN IN EVERY COUNTY IN COLORADO TO BREASTFEED FOR AS LONG AS THEY CHOOSE.

CO WIC IS WORKING WITH RETAIL PARTNERS TO DEVELOP TOOLS TO ENHANCE AND SIMPLIFY THE SHOPPING EXPERIENCE FOR WIC FAMILIES.

MARCH 2019
**WIC IS EFFICIENT**

Colorado WIC Food and Nutrition Services Benefits FY 2017

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average monthly food value per participant</td>
<td>$37.04</td>
</tr>
<tr>
<td>Net federal food cost</td>
<td>$37,518,772</td>
</tr>
<tr>
<td>Competitive bidding savings</td>
<td>$16,592,700</td>
</tr>
<tr>
<td>Nutrition, client services, and program management</td>
<td>$24,766,924</td>
</tr>
<tr>
<td>Total funds to state</td>
<td>$78,878,396</td>
</tr>
</tbody>
</table>

Source: USDA FNS WIC Program Data FY2017 https://www.fns.usda.gov/pd/wic-program

**BREASTFEEDING**

![Breastfeeding Graph 1998-2016]

![Breastfeeding Graph 2004-2016]

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 IMPLEMENTED STATEWIDE**

Colorado has implemented WIC EBT/eWIC statewide. All state WIC programs must transition from paper vouchers to electronic benefit transfer cards (EBT) by 2020. EBT/eWIC has resulted in the following:

- Ease of use for participants (more convenience, less cumbersome, less perceived stigma).
- Ability for remote issuance of benefits allows for phone and online nutrition education options.
- Families can purchase part of a food package at a time rather than losing benefits for items that are out of stock or not currently needed.

**IMPROVED REFERRAL PROCESSES**

Including a simple, secure electronic form that can be embedded into electronic medical record systems and make on-the-spot referrals to WIC easy and less cumbersome than other methods.

**CONTACT DETAILS**

**STATE WIC DIRECTOR**
Heidi Hoffman
4300 Cherry Creek S. Dr. A-4
Denver, CO 80246
T: 303-692-2446
E: heidi.hoffman@state.co.us

**NUTRITION COORDINATOR**
Vanessa Hodack
4300 Cherry Creek S. Dr. A-4
Denver, CO 80246
T: 303-692-2403
E: vanessa.hodack@state.co.us

**BREASTFEEDING COORDINATOR**
Stacy Miller
4300 Cherry Creek S. Dr. A-4
Denver, CO 80246
T: 303-692-2406
E: stacy.miller@state.co.us

**STATE & APL MANAGER**
Cheryl Cassell
4300 Cherry Creek S. Dr. A-4
Denver, CO 80246
T: 303-692-2454
E: cheryl.cassell@state.co.us

**EBT & MIS CONTACT**
Mitch Mize
4300 Cherry Creek S. Dr. A-4
Denver, CO 80246
T: 303-692-2344
E: mitchell.mize@state.co.us