HOW WIC HELPS THE PEACH 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.

FUN FACTS

OVER THE PAST THREE YEARS, 18 OF 19 LOCAL AGENCIES HAVE RECEIVED LOVING SUPPORT AWARDS OF EXCELLENCE FOR THEIR BREASTFEEDING PROGRAMS.

GEORGIA WIC HAS INCREASED ENROLLMENT BY PARTNERING WITH HEAD START TO PROVIDE WIC SERVICES TO CHILDREN AT HEAD START CENTERS.

GEORGIA’S FARMER’S MARKET NUTRITION PROGRAM IS THE 5TH LARGEST WIC FARMER’S MARKET PROGRAM IN THE NATION, AND HAS THE HIGHEST FOOD REDEMPTION RATE IN THE NATION.

FROM OUR PARTICIPANTS

“In late July I came to your office after picking up my foster daughter from the hospital. It was late and even though your office was open, you were no longer accepting appointments. With only the clothes she had on and no milk, I was desperate. You saw my despair and made the exception so that I could get on the program and get milk that night. For that I am truly grateful and I thank you. You turned what could have been a moment of misery into a moment of magic! Many thanks for all that you do!”

WIC PARTICIPANT, GEORGIA

WHO PARTICIPATES IN WIC?

Georgia WIC Participation FY 2017

- Pregnant Women: 16,562
- Fully Breastfeeding Women: 6,054
- Total Breastfeeding Women: 17,837
- Postpartum Women: 25,829
- Infants: 52,464
- Children: 124,532
- Total: 237,224
- Coverage (% eligible): 48.70%

**WIC IS EFFICIENT**

Georgia WIC Food and Nutrition Services Benefits FY 2017

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
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<tbody>
<tr>
<td>Average monthly food value per participant</td>
<td>$38.19</td>
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<tr>
<td>Net federal food cost</td>
<td>$108,721,169</td>
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<tr>
<td>Competitive bidding savings</td>
<td>$64,299,467</td>
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<tr>
<td>Nutrition, client services, and program management</td>
<td>$70,669,805</td>
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<tr>
<td>Total funds to state</td>
<td>$243,690,441</td>
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Source: USDA FNS WIC Program Data FY2017 https://www.fns.usda.gov/pd/wic-program

**BREASTFEEDING**

Average breastfeeding initiation rates from 1998 to 2016.

- **National WIC Participant Breastfeeding Initiation Rates**
  - 1998: 42%
  - 2016: 71%

- **Georgia WIC Participant Breastfeeding Initiation Rates**
  - 2000: 44%
  - 2016: 63%

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**

Georgia is planning on 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**

The Georgia WIC Program serves approximately 4,376 WIC participants on three military bases (Fort Benning, Moody Air Force Base, and Fort Stewart,) throughout the state. Two of the bases, Fort Stewart and Fort Benning, have WIC clinics on site. In addition to having on-site clinics, Georgia WIC has nine authorized commissaries that provide access to WIC approved food items. Georgia WIC trains staff on how to calculate income eligibility based on income categories reported on military paystubs and offer the breast pump program.

**CONTACT DETAILS**

<table>
<thead>
<tr>
<th>STATE WIC DIRECTOR, EBT, &amp; MIS CONTACT</th>
<th>NUTRITION COORDINATOR</th>
<th>BREASTFEEDING COORDINATOR</th>
<th>STATE VENDOR MANAGER</th>
<th>APL MANAGER</th>
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<tbody>
<tr>
<td>Sean C. Mack</td>
<td>Angela Hammond-Damon, IBCLC</td>
<td>Shlonda B. Smith, CLC</td>
<td>Yvonne L. Rodgers, MBA</td>
<td>Todd R. Stormant, RD, LD</td>
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Visit nwica.org

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