HOW WIC HELPS
THE ALOHA 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

FROM OUR PARTICIPANTS
"Being a WIC provider for the community is a privilege and we are happy to be able to help your clients with nutritional food to help nourish Women, Infants and Children. This makes a huge impact on generating traffic through the store and positively impact sales during the month. We are able to see an increase in sales, we also see an increase in traffic through the store as customers get their WIC items and also shop for other items while they are here."

WIC VENDOR, HAWAII

"Before my first child was born I felt indifferent about breastfeeding. I have two children. My first was very rough. He didn’t latch for 3 months. I pumped and tried to get him to latch every time before feeding or pumping. I had great help from WIC. Breastfeeding my second was fantastic, latched right away and ate every hour. My second preferred one side so I switched positions. Now I feel breastfeeding is wonderful. My advice for moms who are having problems - ask for help! The WIC office is amazing. So many moms are going through the same thing. Ask, they may have advice you need. Don’t stress too much."

WIC PARTICIPANT, HAWAII

WHO PARTICIPATES
IN WIC?
Hawaii WIC Participation FY 2017

<table>
<thead>
<tr>
<th>Category</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pregnant Women</td>
<td>2,357</td>
</tr>
<tr>
<td>Fully Breastfeeding Women</td>
<td>1,528</td>
</tr>
<tr>
<td>Total Breastfeeding Women</td>
<td>2,845</td>
</tr>
<tr>
<td>Postpartum Women</td>
<td>1,271</td>
</tr>
<tr>
<td>Infants</td>
<td>6,608</td>
</tr>
<tr>
<td>Children</td>
<td>13,774</td>
</tr>
<tr>
<td>Total</td>
<td>26,856</td>
</tr>
<tr>
<td>Coverage (% eligible)</td>
<td>56.20%</td>
</tr>
</tbody>
</table>


FROM OUR VENDORS
"Being a WIC provider for the community is a privilege and we are happy to be able to help your clients with nutritional food to help nourish Women, Infants and Children. This makes a huge impact on generating traffic through the store and positively impact sales during the month. We are able to see an increase in sales, we also see an increase in traffic through the store as customers get their WIC items and also shop for other items while they are here."

WIC VENDOR, HAWAII

IN 2018, 86% OF HI WIC INFANTS WERE BREASTFED SURPASSING THE HEALTHY PEOPLE 2020 GOAL OF 81.9%.
WIC IS EFFICIENT
Hawaii WIC Food and Nutrition Services Benefits FY 2017

Average monthly food value per participant: $54.10
Net federal food cost: $17,433,080
Competitive bidding savings: $5,569,457
Nutrition, client services, and program management: $8,862,691
Total funds to state: $31,865,228
Source: USDA FNS WIC Program Data FY2017 https://www.fns.usda.gov/pd/wic-program

BREASTFEEDING

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
Hawaii 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
Hawaii WIC has two clinics on military bases on Oahu - Schofield Army Corp Base and Kaneohe Marine Corp Base. Families are encouraged to apply for WIC at their orientation.

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