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
“A participant requested to come in more frequently than every three months. She said, "It’s nice to come in here and talk about my baby’s health and make sure I’m doing everything right. You all are so helpful with my questions."

WIC PARTICIPANT, IDAHO

“Our WIC customers present an opportunity to add to individual store sales, showcase our extraordinary customer service and provide a much needed benefit to the families in our communities. Idaho WIC has proven to be a trusted and appreciated partner.”

WIC VENDOR, IDAHO

WHO PARTICIPATES IN WIC?
Idaho WIC Participation FY 2017

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pregnant Women</td>
<td>3,156</td>
</tr>
<tr>
<td>Fully Breastfeeding Women</td>
<td>2,286</td>
</tr>
<tr>
<td>Total Breastfeeding Women</td>
<td>3,406</td>
</tr>
<tr>
<td>Postpartum Women</td>
<td>2,062</td>
</tr>
<tr>
<td>Infants</td>
<td>8,574</td>
</tr>
<tr>
<td>Children</td>
<td>19,329</td>
</tr>
<tr>
<td>Total</td>
<td>36,526</td>
</tr>
<tr>
<td>Coverage (% eligible)</td>
<td>45.4%</td>
</tr>
</tbody>
</table>

WIC IS EFFICIENT
Idaho WIC Food and Nutrition Services Benefits FY 2017

Average monthly food value per participant $35.15
Net federal food cost $15,408,352
Competitive bidding savings $5,991,138
Nutrition, client services, and program management $9,292,695
Total funds to state $30,629,185

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
Idaho 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
Idaho WIC provides WIC services at Mountain Home Air Force Base every Monday from 9-4. WIC staff provide certification and follow up nutrition education, breastfeeding education and benefit issuance for low and high risk participants.

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