HOW WIC HELPS THE SUNFLOWER 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?
Kansas WIC Participation FY 2017

<table>
<thead>
<tr>
<th>Category</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pregnant Women</td>
<td>5,196</td>
</tr>
<tr>
<td>Fully Breastfeeding</td>
<td>1,972</td>
</tr>
<tr>
<td>Total Breastfeeding</td>
<td>3,531</td>
</tr>
<tr>
<td>Postpartum Women</td>
<td>3,764</td>
</tr>
<tr>
<td>Infants</td>
<td>13,219</td>
</tr>
<tr>
<td>Children</td>
<td>28,425</td>
</tr>
<tr>
<td>Total</td>
<td>54,135</td>
</tr>
<tr>
<td>Coverage [% eligible]</td>
<td>46.70%</td>
</tr>
</tbody>
</table>


FROM OUR PARTICIPANTS

“We appreciate the WIC program very much. I tell my staff to treat WIC customers with every respect they can. We appreciate the business that WIC brings to our store.”

WIC VENDOR, KANSAS

“WIC has really helped our family; From the birth of our first child, as new parents, we learned so much about breastfeeding, nutrition and weight management and much more. Thank you WIC!”

WIC PARTICIPANT, KANSAS

KANSAS WIC COMPLETED THE CONVERSION TO EBT ON MAY 30, 2018.

KANSAS WIC EMPLOYEES BREASTFEEDING PEER COUNSELORS IN 39 LOCAL AGENCIES.

March 2019

Please direct all questions to NWA at 202.232.5492

FUN FACTS

National WIC Association Your child has you. And you have WIC.
**WIC IS EFFICIENT**

Kansas WIC Food and Nutrition Services Benefits FY 2017

Average monthly food value per participant $37.11
Net federal food cost $24,108,101
Competitive bidding savings $13,391,382
Nutrition, client services, program management $16,307,396
Total funds to state $53,806,879

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.

**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**

Kansas has implemented 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 Kansas WIC program works closely with military health officials to ensure that all eligible soldiers and their family members receive WIC benefits. They have developed a guide to process military pay in the income determination process. Local Agency staff reach out to military families during times when families are most likely to need additional support, such as when a service member is deployed.

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