



HOW WIC HELPS THE BLUEGRASS 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

KY WIC PARTNERED WITH TITLE V TO LAUNCH A COMMUNITY BREASTFEEDING EDUCATION AND ENGAGEMENT PILOT.

KY WIC IS PILOTING COMMUNITY ENGAGEMENT PROJECTS WITH HEAD START AND FEDERAL HEALTH QUALIFIED CENTERS.

FROM OUR PARTICIPANTS

"I truly believe that breastfeeding is making a comeback by storm in our community because of [WIC staff] commitment to change and acceptance of mothers as the key ingredient to making things happen. She has empowered me to step up and out in our community through public speaking, strategic planning and linking the hospital and government agencies directly to women and children. The Women, Infant and Children program is making a difference and the pieces of the puzzle are coming together."

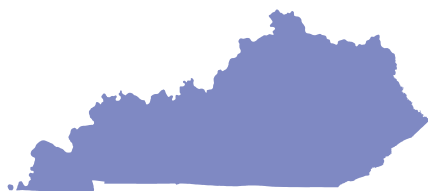
WIC PARTICIPANT, KENTUCKY

"When I got pregnant for the first time, everything was new to me. When I went to my first WIC appointment I thought I had a plan for everything. I was in college at the time, so I had planned out who would keep him, where he would sleep, which car seat he would use, etc. The one thing I had not even thought about was the most important decision I would make for him, what he would eat! After meeting with my WIC Peer Counselor for the first time and learning all the benefits breastfeeding has for both baby and mommy I was curious to learn more, so I joined the program. Throughout the rest of my pregnancy I talked with my Peer Counselor. With a little help from my Peer Counselor, within an hour after his birth I was able to get him to latch. It was one of the most joyful experiences of my life. I had created this perfect little being and could also offer him all the nourishment he needed."

WIC PARTICIPANT, KENTUCKY

WHO PARTICIPATES IN WIC?

Kentucky WIC Participation FY 2017



Pregnant Women	11,382
Fully Breastfeeding Women	2,269
Total Breastfeeding Women	4,828
Postpartum Women	8,979
Infants	28,445
Children	54,250
Total	107,885
Coverage (% eligible)	53.50%

Sources: USDA FNS WIC Program Data FY2017 <https://www.fns.usda.gov/pd/wic-program>; U.S. Department of Agriculture, Food and Nutrition Service, Office of Policy Support. National- and State-Level Estimates of (WIC) Eligibles and Program Reach in 2015. Note: The number of Fully Breastfeeding Women is included in the number of Total Breastfeeding Women.

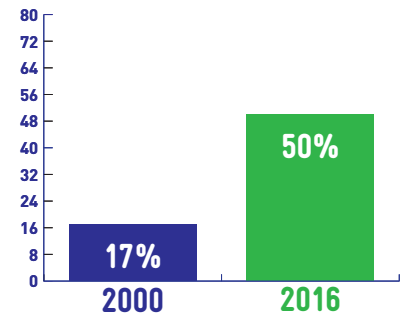
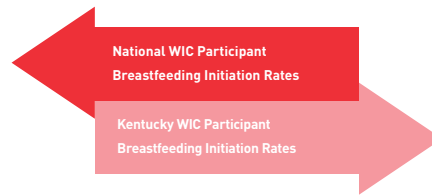
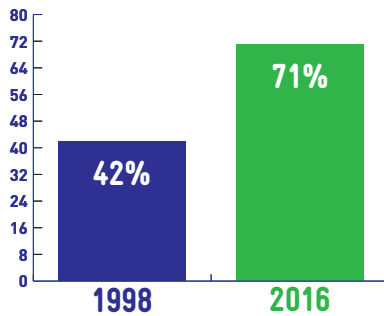
WIC IS EFFICIENT

Kentucky WIC Food and Nutrition Services Benefits FY 2017

Average monthly food value per participant	\$35.52
Net federal food cost	\$45,852,586
Competitive bidding savings	\$31,670,831
Nutrition, client resources, and program management	\$30,015,599
Total funds to state	\$107,539,016

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

Kentucky 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

Kentucky has a satellite WIC Clinic in proximity to the Fort Campbell Army base to serve the Fort Campbell Military Families (main WIC office is 20 miles away). Kentucky has a WIC office located in proximity to Fort Knox. All Kentucky WIC offices serve our military families.

CONTACT DETAILS

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