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.

WHO PARTICIPATES IN WIC?
Kentucky WIC Participation FY 2017

<table>
<thead>
<tr>
<th>Category</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pregnant Women</td>
<td>11,382</td>
</tr>
<tr>
<td>Fully Breastfeeding Women</td>
<td>2,269</td>
</tr>
<tr>
<td>Total Breastfeeding Women</td>
<td>4,828</td>
</tr>
<tr>
<td>Postpartum Women</td>
<td>8,979</td>
</tr>
<tr>
<td>Infants</td>
<td>28,445</td>
</tr>
<tr>
<td>Children</td>
<td>54,250</td>
</tr>
<tr>
<td>Total</td>
<td>107,885</td>
</tr>
<tr>
<td>Coverage (% eligible)</td>
<td>53.50%</td>
</tr>
</tbody>
</table>

“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

“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

FROM OUR PARTICIPANTS

FUN FACTS


Please direct all questions to NWA at 202.232.5492
WIC IS EFFICIENT

Kentucky WIC Food and Nutrition Services Benefits FY 2017

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average monthly food value per participant</td>
<td>$35.52</td>
</tr>
<tr>
<td>Net federal food cost</td>
<td>$45,852,586</td>
</tr>
<tr>
<td>Competitive bidding savings</td>
<td>$31,670,831</td>
</tr>
<tr>
<td>Nutrition, client resources, and program management</td>
<td>$30,015,599</td>
</tr>
<tr>
<td>Total funds to state</td>
<td>$107,539,016</td>
</tr>
</tbody>
</table>

Source: USDA FNS WIC Program Data FY2017 https://www.fns.usda.gov/pd/wic-program

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

STATE WIC DIRECTOR
Nicole Nicholas
275 E Main St. HS2W-D
Frankfort, KY 40621
T: 502-564-3827
E: Nicole.nicholas@ky.gov

NUTRITION COORDINATOR
Marlene Goodlett
275 E Main St. HS2W-D
Frankfort, KY 40621
T: 502-564-3827
E: Marlene.goodlett@ky.gov

BREASTFEEDING COORDINATOR
Marlene Goodlett
275 E Main St. HS2W-D
Frankfort, KY 40621
T: 502-564-3827
E: Marlene.goodlett@ky.gov

STATE VENDOR SUPERVISOR
Kelli Darland
275 E Main St. HS2W-D
Frankfort, KY 40621
T: 502-564-3827
E: Kelli.darland@ky.gov

APL MANAGER
Brittan Bibb
275 E Main St. HS2W-D
Frankfort, KY 40621
T: 502-564-3827
E: Brittan.bibb@ky.gov

EBT & MIS CONTACT
Sarah Tandy
275 E Main St. HS2W-D
Frankfort, KY 40621
T: 502-564-3827
E: SarahH.tandy@ky.gov

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