HOW WIC HELPS
THE PELICAN 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

LOUISIANA WIC PROVIDED BREASTFEEDING PODS (MAMAVA) TO TWO OF THEIR LARGEST ENTERTAINMENT VENUES/EMERGENCY SHELTERS TO ASSIST BREASTFEEDING MOTHERS.

THE LOUISIANA WIC FARMERS' MARKET NUTRITION PROGRAM HAS EXPANDED TO 6 PUBLIC HEALTH REGIONS INCLUDING 28 PARISHES AND HAS SEEN A 14.8% INCREASE IN REDEMPTION RATES OF COUPONS AS COMPARED TO THE PREVIOUS FISCAL YEAR.

FROM OUR PARTICIPANTS
"The WIC program is like family. Just the loving atmosphere when you walk in the building, it's like they're always willing you to help you with anything you need."

WIC PARTICIPANT, LOUISIANA

"Rouses Markets is a family owned and operated retailer, proud to be headquartered in Louisiana. The health and nutrition of our children is very important to us and we are proud to partner with the State of Louisiana to provide the best opportunity for our children to find success in their own families and their schools through the WIC program. It's proven that when children have good nutrition, they do better in school and Rouses is proud to be a small part of that success."

WIC VENDOR, LOUISIANA

WHO PARTICIPATES
IN WIC?

Louisiana WIC Participation FY 2017

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pregnant Women</td>
<td>12,969</td>
</tr>
<tr>
<td>Fully Breastfeeding Women</td>
<td>1,932</td>
</tr>
<tr>
<td>Total Breastfeeding Women</td>
<td>4,031</td>
</tr>
<tr>
<td>Postpartum Women</td>
<td>13,943</td>
</tr>
<tr>
<td>Infants</td>
<td>35,561</td>
</tr>
<tr>
<td>Children</td>
<td>53,243</td>
</tr>
<tr>
<td>Total</td>
<td>119,747</td>
</tr>
<tr>
<td>Coverage (% eligible)</td>
<td>51.20%</td>
</tr>
</tbody>
</table>

**WIC IS EFFICIENT**

Louisiana WIC Food and Nutrition Services Benefits FY 2017

- Average monthly food value per participant: $45.47
- Net federal food cost: $65,342,974
- Competitive bidding savings: $38,482,218
- Nutrition, client services, and program management: $31,689,939
- Total funds to state: $135,515,131


**BREASTFEEDING**

- National WIC Participant Breastfeeding Initiation Rates
- Louisiana WIC Participant Breastfeeding Initiation Rates

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**

Louisiana 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**

The Louisiana WIC program provides full WIC services to the Barksdale Airforce Base via their Willis Knighton Mobile Van.

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