HOW WIC HELPS THE PINE TREE 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?
Maine WIC Participation FY 2017

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pregnant Women</td>
<td>1,616</td>
</tr>
<tr>
<td>Fully Breastfeeding Women</td>
<td>794</td>
</tr>
<tr>
<td>Total Breastfeeding Women</td>
<td>1,345</td>
</tr>
<tr>
<td>Postpartum Women</td>
<td>1,146</td>
</tr>
<tr>
<td>Infants</td>
<td>4,508</td>
</tr>
<tr>
<td>Children</td>
<td>10,625</td>
</tr>
<tr>
<td>Total</td>
<td>19,241</td>
</tr>
<tr>
<td>Coverage [% eligible]</td>
<td>50.90%</td>
</tr>
</tbody>
</table>


FUN FACTS

MAINE WIC BEGAN AN INFORMATION EXCHANGE WITH SNAP TO IDENTIFY POTENTIALLY ELIGIBLE PEOPLE FOR OUTREACH.

MAINE WIC ENCOURAGE BREASTFEEDING WOMEN TO CONTINUE TO BREASTFEED THROUGHOUT THEIR INFANTS’ FIRST YEAR OF LIFE, AND BREASTFEEDING DURATION RATES REFLECT THE WORK OF PROGRAM STAFF.

FROM OUR PARTICIPANTS

“I am so grateful for the caring staff and financial assistance that was available to help our family through those challenging times and help give our kids a healthy start to life. Thank you and keep up the good work!”

WIC PARTICIPANT, MAINE

“How kind they are. I can talk about anything and ask all my questions and I feel very supported”, “The staff is amazing and answers any questions you have”, “My second daughter has many allergies and needed a special formula that was expensive. Having WIC help me with that was a huge help”, and “When my youngest was on formula, WIC was a huge help, and they didn’t pass any judgment when I was unable to continue breastfeeding. However, I’d have to say that I love the newly added fresh/frozen/canned fruits and vegetables option that WIC now offers. It allows the flexibility of buying specifically what YOUR child needs and likes, while still providing proper nutrition and helping those families in need.”

WIC PARTICIPANT, MAINE

“Thank you and keep up the good work!”

WIC PARTICIPANT, MAINE

FROM OUR PARTICIPANTS
**WIC IS EFFICIENT**

Maine WIC Food and Nutrition Services Benefits FY 2017

- Average monthly food value per participant: $31.64
- Net federal food cost: $9,613,752
- Competitive bidding savings: $3,797,917
- Nutrition, client services, and program management: $5,377,584
- Total funds to state: $18,789,253


**EBT STATUS**

Maine 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**

Maine WIC authorizes commissaries as approved vendors.

**CONTACT DETAILS**

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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 Initiation Rates**

![Chart showing breastfeeding initiation rates for 1998 and 2016 for National and Maine WIC participants.](chart-image)

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.