HOW WIC HELPS
THE LAND OF 10,000 LAKES

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

**NATIONALLY, MINNESOTA RANKS 4TH IN WIC PARTICIPATION COVERAGE AND SERVES 78.9% OF ELIGIBLE INFANTS.**

**WOMEN WHO PARTICIPATED FOR THREE OR MORE MONTHS IN WIC DURING PREGNANCY HAD LOWER RATES OF LOW BIRTH WEIGHT THAN ELIGIBLE MOTHERS NOT PARTICIPATING IN WIC.**

**WIC PEER PROGRAM PARTICIPANTS BEGIN BREASTFEEDING AT HIGHER RATES AND BREASTFEED LONGER THAN OTHER WIC PARTICIPANTS, MARKEDLY REDUCING DISPARITIES BETWEEN RACES AND ETHNICITIES.**

FROM OUR PARTICIPANTS

“"This is a great program! I’m glad we’re on board with it. It has helped my small business, and I appreciate that the program is teaching nutrition and offers healthy foods. WIC is one of the best programs out there and invests in the futures of our children.”

WIC VENDOR, MINNESOTA

“"My husband was fresh off of his 5 year commitment as an Army Officer, and back in grad school full time. A friend from the Army said I needed to get WIC. I didn’t think it was for people like us... Turns out it was one of the best decisions I made! I was able to exclusively breastfeed while receiving WIC too! Thank you WIC for your amazing support!”

FORMER WIC PARTICIPANT, MINNESOTA

WHO PARTICIPATES IN WIC?

Minnesota WIC Participation FY 2017

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pregnant Women</td>
<td>9,272</td>
</tr>
<tr>
<td>Fully Breastfeeding Women</td>
<td>3,890</td>
</tr>
<tr>
<td>Total Breastfeeding Women</td>
<td>9,301</td>
</tr>
<tr>
<td>Postpartum Women</td>
<td>6,623</td>
</tr>
<tr>
<td>Infants</td>
<td>25,231</td>
</tr>
<tr>
<td>Children</td>
<td>60,694</td>
</tr>
<tr>
<td>Total</td>
<td>111,121</td>
</tr>
<tr>
<td>Coverage (% eligible)</td>
<td>56.70%</td>
</tr>
</tbody>
</table>

EBT STATUS

Minnesota 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

By offering all allowable military income deductions to military families so that the maximum number qualify for services. Minnesota WIC wants to serve all families with the best quality of services. They also give veterans preference in hiring for state level WIC positions.

CONTACT DETAILS

STATE WIC DIRECTOR
Kate Franken
85 E. 7th Place Suite 220
St. Paul, MN 55164
T: 651-201-4403
E: kate.franken@state.mn.us

NUTRITION COORDINATOR
Rebecca Gruenes
85 E. 7th Place Suite 220
St. Paul, MN 55164
T: 651-201-3643
E: rebecca.gruenes@state.mn.us

BREASTFEEDING COORDINATOR
Mary Johnson
85 E. 7th Place Suite 220
St. Paul, MN 55164
T: 651-201-4406
E: mary.b.johnson@state.mn.us

STATE VENDOR MANAGER
Jessie Zins
85 E. 7th Place Suite 220
St. Paul, MN 55164
T: 651-201-4401
E: jessie.zins@state.mn.us

APL MANAGER
Kar lyn Kernik
85 E. 7th Place Suite 220
St. Paul, MN 55164
T: 651-201-5398
E: karlyn.kernik@state.mn.us

EBT & MIS CONTACT
Carol Rowe
85 E. 7th Place Suite 220
St. Paul, MN 55164
T: 651-201-4405
E: carol.rowe@state.mn.us

WIC IS EFFICIENT

Minnesota WIC Food and Nutrition Services Benefits FY 2017

Average monthly food value per participant $44.66
Net federal food cost $59,550,946
Competitive bidding savings $24,041,642
Nutrition, client services, and program management $31,189,777
Total funds to state $114,782,365

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.