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

BREASTFEEDING RATES CONTINUE TO INCREASE IN MISSOURI; IN FFY 2018, 71.3% OF WIC MOMS INITIATED BREASTFEEDING.

539 EMPLOYERS HAVE BEEN DESIGNATED AS BREASTFEEDING FRIENDLY WORKSITES THAT IMPACT OVER 195,000 EMPLOYEES.

FROM OUR PARTICIPANTS

"As a young military wife, my husband and I did the best we could on low wages. My husband thought WIC was just a handout, so we had not applied. Another Army wife told me how much it helped her family, so we signed up the next week and found that WIC was not just supplemental food for babies and kids. It’s about education and learning healthy habits. WIC wasn’t a handout. It was a godsend for our small family."

WIC PARTICIPANT, MISSOURI

"Being grandparents, we assumed WIC wasn’t for us. We were scraping by as it was, and then we had this baby to feed. Our friend at church told us our granddaughter could qualify for WIC. We checked into it, and she did! We really felt like we made new friends on our first visit to the WIC office. I’d say they loved watching her grow just about as much as we did."

WIC PARTICIPANT, MISSOURI

WHO PARTICIPATES IN WIC?
Missouri WIC Participation FY 2017

Pregnant Women  12,449
Fully Breastfeeding Women  4,086
Total Breastfeeding Women  7,618
Postpartum Women  10,215
Infants  33,036
Children  56,302
Total  119,620
Coverage [% eligible]  46.90%


MARCH 2019
WIC IS EFFICIENT
Missouri WIC Food and Nutrition Services Benefits FY 2017

Average monthly food value per participant $34.36
Net federal food costs $49,328,818
Competitive bidding savings $36,017,344
Nutrition, client services, and program management $29,635,479
Total funds to state $114,981,641

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

Missouri WIC Participant Breastfeeding Initiation Rates

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

Missouri 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

All military bases in the state of Missouri have a local agency serving their area. All military families can be served and access the WIC program through their local agency in their area.

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