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?
Mississippi WIC Participant FY 2017

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pregnant Women</td>
<td>8,250</td>
</tr>
<tr>
<td>Fully Breastfeeding Women</td>
<td>861</td>
</tr>
<tr>
<td>Total Breastfeeding Women</td>
<td>2,871</td>
</tr>
<tr>
<td>Postpartum Women</td>
<td>8,917</td>
</tr>
<tr>
<td>Infants</td>
<td>24,275</td>
</tr>
<tr>
<td>Children</td>
<td>38,840</td>
</tr>
<tr>
<td>Total</td>
<td>83,154</td>
</tr>
<tr>
<td>Coverage (% eligible)</td>
<td>47.20%</td>
</tr>
</tbody>
</table>


FROM OUR PARTICIPANTS

"As a mother of a terminally ill child, the WIC program has tremendously helped my husband and I. We are so fortunate to have this extra help. I was a hard working mother that had to quit work due to my son's disease progression. Without the help of the WIC, we would see many more struggles. We are so thankful to have a program that helps families in need. Not only has it helped us save money for his hospital bills, it has been so nice to go pick up the milk for a month. Our son is homebound. I am so thankful that the Congress has funded the WIC program for not only myself but other families in need. The children deserve the best. This program helps allow each child the opportunity to receive the best whether their parents can provide it or not."

WIC PARTICIPANT, MISSISSIPPI

"When a working mom, who was issued a pump and car adapter, was really concerned that she wasn't giving enough milk to her baby and the baby wasn't gaining properly. The WIC peer counselor talked to her about how much weight gain we want to see in breastfed babies and offered to do a weight check. The baby had gained very well since the last doctor's visit. The mom was so glad the PC understood her fears and said she felt so much better."

WIC PARTICIPANT, MISSISSIPPI

FUN FACTS

AMONG WIC PARTICIPANTS, MS INCREASED THE BREASTFEEDING INITIATION RATE TO 47%.

MS WIC HAS MOUS WITH 22 BIRTHING HOSPITALS TO PROVIDE BREASTFEEDING SUPPORT TOWARD THEIR ACHIEVING BABY FRIENDLY CERTIFICATION.

MISSION OF WIC

HOW WIC HELPS THE MAGNOLIA STATE
**WIC IS EFFICIENT**

Mississippi WIC Food and Nutrition Services Benefits FY 2017

Average monthly food value per participant $51.21
Net federal food cost $51,095,713
Competitive bidding savings NA
Nutrition, client services, and program management $15,680,479
Total funds to state $66,776,192

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**

National WIC Participant Breastfeeding Initiation Rates
Mississippi 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**

Mississippi 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**

Mississippi WIC strives to provide excellent service to those in the military. On the coast, a nutritionist speaks at the New Families Support Group every other month to inform new military families in the area of WIC services in D’Iberville.

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