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
IN 2018, NORTH CAROLINA WIC WAS RECOGNIZED WITH SEVEN LOVING SUPPORT AWARD OF EXCELLENCE WINNERS. THREE GOLD PREMIERE AWARDS AND FOUR GOLD AWARDS.

FROM OUR PARTICIPANTS
“The WIC program gives our business and stores the opportunity to fill a need in our communities by providing supplemental nutritious foods and infant formula for young mothers and families, while providing us with additional customers and sales.”

WIC VENDOR, NORTH CAROLINA

“This is one of the most beneficial programs that the state offers. The WIC program encourages and teaches healthy eating habits for our children at a young age and stays with them through adulthood where they can pass it on to their children. With our country’s increasing obesity rate... And when we teach our children healthy eating habits it will help with our obesity rate, which will help with doctor visits and the fight against heart disease and that will save our country more money by not having to pay out as much for assistance on medical.”

WIC PARTICIPANT, NORTH CAROLINA

WHO PARTICIPATES IN WIC?
North Carolina WIC Participation FY 2017

<table>
<thead>
<tr>
<th>Category</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pregnant Women</td>
<td>22,256</td>
</tr>
<tr>
<td>Fully Breastfeeding Women</td>
<td>7,170</td>
</tr>
<tr>
<td>Total Breastfeeding Women</td>
<td>17,608</td>
</tr>
<tr>
<td>Postpartum Women</td>
<td>16,703</td>
</tr>
<tr>
<td>Infants</td>
<td>57,560</td>
</tr>
<tr>
<td>Children</td>
<td>115,944</td>
</tr>
<tr>
<td>Total</td>
<td>230,071</td>
</tr>
<tr>
<td>Coverage (%) eligible</td>
<td>51.50%</td>
</tr>
</tbody>
</table>

WIC IS EFFICIENT
North Carolina WIC Food and Nutrition Services Benefits FY 2017

Average monthly food value per participant $42.95
Net federal food cost $118,577,783
Competitive bidding savings $55,484,465
Nutrition, client services, and program management $54,454,251
Total funds to state $228,516,499

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

BREASTFEEDING

North Carolina WIC Participant Breastfeeding Initiation Rates

1998: 42% 2016: 71%

National WIC Participant Breastfeeding Initiation Rates

1998: 42% 2014: 68%

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

North Carolina has implemented 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 WIC Program in North Carolina supports the military by locating WIC clinics on bases and having commissaries as approved WIC Vendors. This makes WIC participation convenient for military families. Onslow County Consolidated Human Services Agency has a WIC clinic site at Camp Lejeune. There is detailed information in the NC WIC Program Manual on how to assess the military Leave and Earnings Statement for income eligibility determination.

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