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

**NH WIC Transitioned to E-WIC.**

**NH WIC Rates of Ever Breastfeeding and for 6 Months Both Increased from 2011 to 2017.**

**Decreased Household Smoking Rates from 2011 with Targeted Education and Promotion with a NH Quit Line.**

FROM OUR PARTICIPANTS

"Serving WIC Participants enhances the diversity of our customer base. Shoppers who utilize WIC benefits not only add to our sales volume with their WIC purchases, but also with the additional foods they purchase during their shopping trip. We appreciate our customers and provide them with great service, courtesy, and respect."

**WIC Vendor, New Hampshire**

"Wow, we are really happy to see this [implementing eWIC] finally happen in New Hampshire. I guess we came in on the right day. We are excited to be one of the first ones to have a new WIC card. We know it will improve the shopping experience. Thank you for making this change for families who need WIC."

**WIC Participant, New Hampshire**

WHO PARTICIPATES IN WIC?

New Hampshire WIC Participation FY 2017

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pregnant Women</td>
<td>1,222</td>
</tr>
<tr>
<td>Fully Breastfeeding Women</td>
<td>555</td>
</tr>
<tr>
<td>Total Breastfeeding Women</td>
<td>839</td>
</tr>
<tr>
<td>Postpartum Women</td>
<td>837</td>
</tr>
<tr>
<td>Infants</td>
<td>2,960</td>
</tr>
<tr>
<td>Children</td>
<td>7,305</td>
</tr>
<tr>
<td>Total</td>
<td>13,064</td>
</tr>
<tr>
<td>Coverage (% eligible)</td>
<td>41.30%</td>
</tr>
</tbody>
</table>

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.

EBT STATUS

New Hampshire is implementing WIC EBT/eWIC statewide. All state WIC programs must transition from paper vouchers to electronic benefit transfer cards (EBT) by 2020.

CONTACT DETAILS

STATE WIC DIRECTOR & EBT CONTACT
Lissa Sirois
29 Hazen Drive
Concord, NH
03301
T: 603-271-0571
E: Lissa.Sirois@dhhs.nh.gov

NUTRITION COORDINATOR
Jessica Webb
29 Hazen Drive
Concord, NH
03301
T: 603-271-4538
E: Jessica.Webb@dhhs.nh.gov

BREASTFEEDING COORDINATOR
Kristina Thompson
29 Hazen Drive
Concord, NH
03301
T: 603-271-4545
E: Kristina.Thompson@dhhs.nh.gov

STATE VENDOR MANAGER
Laurie Desmarais
29 Hazen Drive
Concord, NH
03301
T: 603-271-4935
E: Laura.Desmarais@dhhs.nh.gov

APL MANAGER & MIS CONTACT
Tara Orchard
29 Hazen Drive
Concord, NH
03301
T: 603-271-4239
E: Tara.Orchard@dhhs.nh.gov

WIC IS EFFICIENT

New Hampshire WIC Food and Services Benefits FY 2017

Average monthly food value per participant $30.09
Net federal food cost $4,716,998
Competitive bidding savings $2,984,766
Nutrition, client services, and program management $4,073,044
Total funds to state $11,774,808

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