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

**NJ WIC IS COLLABORATING/ PARTNERING WITH THE HEALTHY WOMEN, HEALTHY FAMILIES GRANTEES, A STATEWIDE INITIATIVE THAT FOCUSES ITS EFFORTS ON REDUCING BLACK INFANT MORTALITY.**

**IN 2018, 68.5% OF ALL BREASTFEEDING WIC MOTHERS RECEIVED AN IN PERSON LACTATION CONSULTATION.**

**NJ WIC CONTINUES TO HAVE ONE OF THE HIGHEST BREASTFEEDING RATES IN THE MID- ATLANTIC REGION, SECOND ONLY TO THE VIRGIN ISLANDS.**

FROM OUR PARTICIPANTS

“The WIC Breastfeeding Counselors have been very helpful when it came to helping me. [They] especially educated me a lot on why I should breastfeed, and the benefits of breastfeeding. They all have made me feel very comfortable about breastfeeding exclusively. At first my daughter wouldn’t latch, but I remembered [them] telling me to not give up. [They] said that it is normal, and because of them, I continued until she latched. Now I am exclusively breastfeeding and my daughter is latching perfectly. I highly recommend breastfeeding to all mothers!”

WIC PARTICIPANT, NEW JERSEY

“I enjoy talking to my customers and helping the WIC clients that come into my store. I know that they live in the community and don’t have a big store to shop at so I try to be as helpful as I can and I always like to have all of my WIC foods in the store. Because I know they don’t have a car to get to a big store; I win their business because of this. I love serving my community.....some of my customers do not write or read...so I help them shop for the WIC checks that they have.”

WIC VENDOR, NEW JERSEY

**WHO PARTICIPATES IN WIC?**

New Jersey WIC Participation FY 2017

- Pregnant Women: 12,680
- Fully Breastfeeding Women: 4,314
- Total Breastfeeding Women: 13,708
- Postpartum Women: 7,989
- Infants: 34,239
- Children: 79,321
- Total: 147,937
- Coverage (% eligible): 50.70%

**WIC IS EFFICIENT**

New Jersey WIC Food and Nutrition Services Benefits FY 2017

- Average monthly food value per participant: $53.56
- Net federal food cost: $95,078,462
- Competitive bidding savings: $33,866,612
- Nutrition, client services, and program management: $37,926,212
- Total funds to state: $166,871,286

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
- New Jersey 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**

New Jersey is planning on 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**

New Jersey WIC has a satellite site at Fort Dix and McGuire Air force base to certify and provide WIC benefits to military families. They also have an approved WIC vendor (Commissary) on the base.

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