HOW WIC HELPS THE SILVER STATE

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

FROM OUR PARTICIPANTS

“Nicole always knew she wanted to be a mother, and planned to breastfeed her children for as long as she could remember. But once she began breastfeeding, Nicole had questions. As the first in her family to breastfeed a baby, Nicole relied on her Breastfeeding Peer Counselor, at her local WIC clinic for support. Now, eight months later, Nicole is still breastfeeding her daughter, thanks to the support she received at WIC.”

WIC PARTICIPANT, NEVADA

“WIC has definitely helped our store’s success by increasing our average sales per customer. Our community’s WIC clinic gives WIC foods to a whole family to redeem at our store. Because most people do not like making multiple trips to different stores for their groceries, WIC families usually make their normal and WIC purchases at our store all at once. WIC gives us a chance to earn our customer’s business the first time they get their groceries. Once they experience our superior customer service and availability of grocery items, they become customers for life.”

WIC VENDOR, NEVADA

WHO PARTICIPATES IN WIC?
Nevada WIC Participation FY 2017

- Pregnant Women: 5,183
- Fully Breastfeeding Women: 2,519
- Total Breastfeeding Women: 4,939
- Postpartum Women: 5,009
- Infants: 16,663
- Children: 33,508
- Total: 65,302
- Coverage (% eligible): 51.1%

WIC IS EFFICIENT
Nevada WIC Food and Nutrition Services Benefits FY 2017

Average monthly food value per participant: $36.34
Net federal food cost: $28,475,203
Competitive bidding savings: $14,868,904
Nutrition, client services, and program management: $17,006,820
Total funds to state: $60,350,927

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

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

Nevada 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

Military families serve our country honorably and proudly and the Nevada WIC Program supports these families with assistance to ensure that WIC eligible military and veteran families have nutritious food, including fresh fruits and vegetables. Nevada WIC serves approximately 300 military participants at the Nellis Air Force Base and the Naval Air Station Fallon. In addition to serving these military bases, the two military food commissaries are authorized vendors.

CONTACT DETAILS

INTERIM STATE WIC DIRECTOR
Candice McDaniel
400 West King Street Suite 300
Carson City, NV 89703
T: 775-684-5942
E: cmcdaniel@health.nv.gov

NUTRITION COORDINATOR
VACANT
400 West King Street Suite 300
Carson City, NV 89703
T: VACANT
E: VACANT

STATE VENDOR MANAGER
David Ramirez-Silva
400 West King Street Suite 300
Carson City, NV 89703
T: 775-684-4256
E: dramirez@health.nv.gov

BREASTFEEDING COORDINATOR
Jacquelyn Bonde
400 West King Street Suite 300
Carson City, NV 89703
T: 775-684-3473
E: jbonde@health.nv.gov

APL MANAGER
Gina Gimenez
400 West King Street Suite 300
Carson City, NV 89703
T: 775-684-3963
E: ggimenez@health.nv.gov

EBT & MIS CONTACT
Kirsten Hevener
400 West King Street Suite 300
Carson City, NV 89703
T: 775-684-4264
E: khevener@health.nv.gov

visit nwica.org