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, NEW YORK LED THE NATION WITH THE MOST USDA LOVING SUPPORT AWARDS OF EXCELLENCE, FOR HAVING EXEMPLARY PEER COUNSELOR PROGRAMS. NY RECEIVED 9 AWARDS IN TOTAL.

NY WIC SUCCESSFULLY PILOTED EWIC TECHNOLOGY IN APRIL 2018. STATEWIDE ROLLOUT WILL BE COMPLETE BY APRIL 2019.

SINCE 2014, NY WIC HAS MADE IT A PRIORITY TO STREAMLINE APPLICATION REQUIREMENTS FOR WIC PARTICIPANTS AND FOR GROCERY STORES REQUESTING WIC AUTHORIZATION.

FROM OUR PARTICIPANTS

“Using the eWIC card is fast, easy, and convenient. Unlike with the checks, it gives me flexibility in choosing the amount of healthy foods that I would like to purchase for my family.”

WIC PARTICIPANT, NEW YORK

“ShopRite is proud to work with the New York State Department of Health to increase ease of access to nutritious foods like fresh fruits and vegetables, which is key to growing healthier communities. The introduction of the new eWIC technology at retail will help our associates and customers by simplifying the checkout process.”

WIC VENDOR, NEW YORK

WHO PARTICIPATES IN WIC?

New York WIC Participation FY 2017

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pregnant Women</td>
<td>37,047</td>
</tr>
<tr>
<td>Fully Breastfeeding</td>
<td>10,772</td>
</tr>
<tr>
<td>Total Breastfeeding</td>
<td>44,874</td>
</tr>
<tr>
<td>Postpartum Women</td>
<td>20,838</td>
</tr>
<tr>
<td>Infants</td>
<td>100,402</td>
</tr>
<tr>
<td>Children</td>
<td>232,056</td>
</tr>
<tr>
<td>Total</td>
<td>435,218</td>
</tr>
<tr>
<td>Coverage (% eligible)</td>
<td>53.50%</td>
</tr>
</tbody>
</table>


MARCH 2019

Please direct all questions to NWA at 202.232.5492
WIC IS EFFICIENT
New York WIC Food and Nutrition Services Benefits FY 2017

Average monthly food value per participant $50.94
Net federal food cost $266,053,294
Competitive bidding savings $109,915,380
Nutrition, client services, and program management $142,129,374
Total funds to state $518,098,048

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

BREASTFEEDING

National WIC Participant Breastfeeding Initiation Rates
New York 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 York 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
NYS WIC works to ensure all staff are knowledgeable about income assessment procedures and requirements for military families, temporary care of children and the need to transfer individuals or VOC families when parents/caregivers are deployed or return to base.

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