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

HEALTH, MEDICAID, JOB AND FAMILY SERVICES, AND MENTAL HEALTH AND ADDICTION SERVICES WORKED TOGETHER ON A DATA ANALYTICS PROJECT TO USE DATA FROM THEIR AGENCIES AND OTHER SOURCES TO DEVELOP, EXPAND AND ENHANCE PREDICTIVE MODELS TO DETERMINE CHARACTERISTICS OF THOSE AT RISK FOR INFANT MORTALITY.

OHIO REDESIGNED ITS AUTHORIZED FOODS LIST (AFL) APPROVAL PROCESS. USING LEAN AND SIX SIGMA, THE NEWLY DESIGNED SYSTEM REDUCED THE TOTAL NUMBER OF STEPS, DECISION POINTS, AND A MORE TIMELY SUBMISSION OF REQUESTS FROM VENDORS, AND ULTIMATELY A QUICKER TURNAROUND IN IMPLEMENTING ADDITIONS/CHANGES TO THE AFL.

OH WIC’S BREASTFEEDING TEAM ACTIVELY ENGAGES THE LOCAL BREASTFEEDING PEER HELPERS (PH) AND BREASTFEEDING COORDINATORS (BFC) BY PROVIDING QUARTERLY INFORMATION AND EDUCATION CALLS TO SERVE THE 74 BFCS AND 130 PH. THERE IS AT LEAST ONE PEER HELPER WORKING IN EACH LOCAL WIC PROJECT.

FROM OUR PARTICIPANTS

“I’ve used the WIC program for each of my four children. It has helped tremendously with getting benefits each month for my kids, whether it’s fresh fruit and veggies in the produce section, to helping with getting cans of formula for my baby. It’s also a great place for resources for things. I always appreciate the Farmers’ Market. I recommend anyone who has become pregnant or has children under the age of 5 to see if they can qualify for WIC because they help so many families each month.”

WIC PARTICIPANT, OHIO

“‘We have been a WIC provider in Ohio since 2011. Through the years, many changes have taken place with the delivery of specialty formula. The system continues to improve services and efficiency and we’ve never had any issues. The Ohio WIC program provided excellent education material for training and has a robust website with additional information. The Ohio WIC program is of vital importance to the many medically fragile patients that we have under our care.”

WIC VENDOR, OHIO

WHO PARTICIPATES IN WIC?

Ohio WIC Participation FY 2017

- Pregnant Women: 22,681
- Fully Breastfeeding Women: 7,455
- Total Breastfeeding Women: 14,989
- Postpartum Women: 14,646
- Infants: 71,531
- Children: 97,899
- Total: 221,746
- Coverage [% eligible]: 47.70%


MARCH 2019

Please direct all questions to NWA at 202.232.5492
EBT STATUS

Ohio implemented WIC EBT/eWIC statewide in December 2015. All state WIC programs must transition from paper vouchers to electronic benefit transfer cards (EBT) by 2020.

WIC SUPPORTS MILITARY FAMILIES

The Wright-Patterson Air Force Base Commissary is an Ohio WIC Program approved vendor. Ohio WIC has a satellite clinic in the town adjacent to Wright-Patterson Air Force Base, which is more easily accessible to the military families than the main clinic site in Xenia. WIC also participates in the annual state Guard Care events. Ohio WIC provides every deduction that is allowed by USDA.

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