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

**DECREASED % OF WIC CHILDREN AGE 2-5 YEARS OF AGE OVERWEIGHT FROM 16.60% TO 16%.

DECREASED % OF WIC INFANTS AND CHILDREN UNDERWEIGHT FROM 10.1% TO 9.7%.

INCREASED BREASTFEEDING INITIATION RATES FROM 72.7% TO 73.2%.

FROM OUR PARTICIPANTS

"Thank you so much for all your help. This past year and a half was very tough one for my child and I. Not only the food, but the moral support I received and breastfeeding advice helped us out more than you may ever know. I’m finally at a place in my job where it looks like I will be able to not only survive, but slowly pay off my school, house and pay bills and hopefully provide an amazing life for my baby. God bless all of you."

**WIC PARTICIPANT, OKLAHOMA**

"I would like to take the time to let you know we appreciate the WIC program at Hometown Foods in Crescent, Oklahoma. It is a great program for our customers as well as the store. Our customers that have a hard time putting food on the table really appreciate it and our store appreciates the extra revenue that WIC provides for our store. Everyone at the WIC Office is very helpful in anything we need to ask at the store. Thanks for having this helpful program."

**WIC VENDOR, OKLAHOMA**

WHO PARTICIPATES IN WIC?

**Oklahoma WIC Participation FY 2017**

- Pregnant Women: 9,275
- Fully Breastfeeding Women: 2,977
- Total Breastfeeding Women: 5,009
- Postpartum Women: 5,197
- Infants: 20,563
- Children: 39,809
- Total: 79,853
- Coverage (% eligible): 48.80%

**WIC IS EFFICIENT**

Oklahoma WIC Food and Nutrition Services Benefits FY 2017

Average monthly food value per participant $33.61
Net federal food cost $32,204,341
Competitive bidding savings $20,261,734
Nutrition, client services, and program management $21,033,167
Total funds to state $73,499,242

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**

![Breastfeeding Initiation Rates](image)

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**

Oklahoma 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**

There is a WIC clinic location just outside of Tinker Air Force Base in Oklahoma City, and clinic location close to Altus Air Force Base in Altus, Oklahoma. Ft. Sill Army Base in Lawton, Oklahoma serves approximately 180 participants per month.

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