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
- THE MIS/EBT PILOT BEGAN ON FEBRUARY 18, 2019, AND IS SLATED TO COMPLETE STATEWIDE ROLLOUT IN DECEMBER 2019.
- OPERATIONAL ADJUSTMENT FUNDING WAS RECEIVED TO DEVELOP A DIETETIC INTERNSHIP PROGRAM AND PURSUE ACEND ACCREDITATION.
- A CONSULTANT IS BEING BROUGHT ON-BOARD TO RESEARCH AND ADVISE STATE AND LOCAL AGENCY OFFICIALS REGARDING THE IMPLEMENTATION OF TELE-HEALTH IN WIC.

FROM OUR PARTICIPANTS
“WIC is a great partner and helps our customers stretch their food budget.”
- WIC VENDOR, PENNSYLVANIA

“WIC changed my thinking on what and how much our family eats. Now, fruits and veggies are a part of every meal.”
- WIC PARTICIPANT, PENNSYLVANIA

WHO PARTICIPATES IN WIC?
Pennsylvania WIC Participation FY 2017

<table>
<thead>
<tr>
<th>Population</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pregnant Women</td>
<td>21,418</td>
</tr>
<tr>
<td>Fully Breastfeeding Women</td>
<td>7,536</td>
</tr>
<tr>
<td>Total Breastfeeding Women</td>
<td>10,803</td>
</tr>
<tr>
<td>Postpartum Women</td>
<td>7,967</td>
</tr>
<tr>
<td>Infants</td>
<td>59,687</td>
</tr>
<tr>
<td>Children</td>
<td>116,186</td>
</tr>
<tr>
<td>Total</td>
<td>226,060</td>
</tr>
</tbody>
</table>

Coverage (% eligible) - 49.90%

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

BREASTFEEDING

<table>
<thead>
<tr>
<th>Year</th>
<th>National WIC Participant Breastfeeding Initiation Rates</th>
<th>Pennsylvania WIC Participant Breastfeeding Initiation Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998</td>
<td>42%</td>
<td>31%</td>
</tr>
<tr>
<td>2016</td>
<td>71%</td>
<td>62%</td>
</tr>
</tbody>
</table>

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
Pennsylvania is implementing WIC EBT/eWIC statewide and began pilot activities on February 18, 2019. All state WIC programs must transition from paper vouchers to electronic benefit transfer cards (EBT) by 2020.

WIC SUPPORTS MILITARY FAMILIES
Pennsylvania WIC collaborates with the National Guard Family Support Program, the gateway to access active military families, as well as veterans, that may qualify for WIC services.

CONTACT DETAILS

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WIC IS EFFICIENT

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average monthly food value per participant</td>
<td>$43.21</td>
</tr>
<tr>
<td>Net federal food cost</td>
<td>$117,223,221</td>
</tr>
<tr>
<td>Competitive bidding savings</td>
<td>$55,211,716</td>
</tr>
<tr>
<td>Nutrition, client services, and program management</td>
<td>$59,424,883</td>
</tr>
<tr>
<td>Total funds to state</td>
<td>$231,859,820</td>
</tr>
</tbody>
</table>

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