



HOW WIC HELPS THE KEYSTONE 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

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



Pregnant Women	21,418
Fully Breastfeeding Women	7,536
Total Breastfeeding Women	10,803
Postpartum Women	7,967
Infants	59,687
Children	116,186
Total	226,060
Coverage (% eligible)	49.90%

Sources: USDA FNS WIC Program Data FY2017 <https://www.fns.usda.gov/pd/wic-program>; U.S. Department of Agriculture, Food and Nutrition Service, Office of Policy Support. National- and State-Level Estimates of (WIC) Eligibles and Program Reach in 2015. Note: The number of Fully Breastfeeding Women is included in the number of Total Breastfeeding Women.

WIC IS EFFICIENT

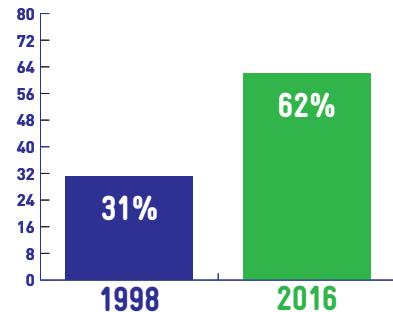
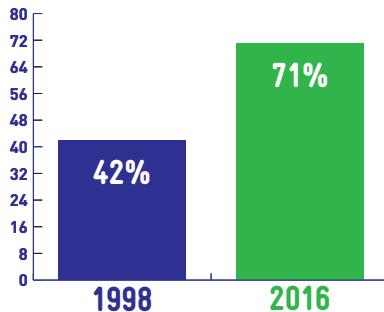
Pennsylvania WIC Food and Nutrition Services Benefits FY 2017

Average monthly food value per participant
Net federal food cost
Competitive bidding savings
Nutrition, client services, and program management
Total funds to state

\$43.21
\$117,223,221
\$55,211,716
\$59,424,883
\$231,859,820

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

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.

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