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

CONTINUES TO HAVE INCREASES IN THE NUMBER OF WIC PARTICIPATING IN THE STATEWIDE BREASTFEEDING PEER COUNSELING PROGRAM WE HAD A 15% INCREASE IN PARTICIPATION FROM LAST YEAR.

SD WIC IMPLEMENTED A WIC MOBILE APPLICATION TO HELP PARTICIPANTS FIND FOODS UTILIZING SCANNERS AND PICTURES TO IDENTIFY APPROVED FOODS WHILE SHOPPING.

FROM OUR PARTICIPANTS

"WIC helps us build a stronger family - we started out as young parents and we both grew up without parents so WIC helps us."

WIC PARTICIPANT, SOUTH DAKOTA

"I love eWIC - best thing ever. eWIC is 10x better than checks."

WIC PARTICIPANT, SOUTH DAKOTA

WHO PARTICIPATES IN WIC?

South Dakota WIC Participation FY 2017

- Pregnant Women: 1,277
- Fully Breastfeeding Women: 638
- Total Breastfeeding Women: 1,146
- Postpartum Women: 1,202
- Infants: 4,008
- Children: 8,776
- Total: 16,409
- Coverage (% eligible): 48.60%

WIC IS EFFICIENT
South Dakota WIC Food and Nutrition Services Benefits FY 2017

Average monthly food value per participant $43.79
Net federal food cost $8,623,004
Competitive bidding savings $4,237,961
Nutrition, client services, and program management $7,583,681
Total funds to state $20,444,646

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

National WIC Participant Breastfeeding Initiation Rates
South Dakota 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

South Dakota 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

South Dakota WIC has a clinic on Ellsworth Air Force Base near Rapid City, SD. This base serves approximately 165 participants per month. They allow the commissary to participate as an authorized vendor this does require some additional approvals of food items not available statewide.

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