HOW WIC HELPS THE GREEN MOUNTAIN 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

IN 2018, 82% OF VERMONT WIC MOMS BREASTFED THEIR BABIES AT BIRTH - MEETING THE HEALTHY PEOPLE 2020 GOAL FOR ALL MOMS AND BABIES.

91% OF WIC FAMILIES ACCEPT TEXT MESSAGES FOR APPOINTMENT REMINDERS AND NUTRITION INFORMATION.

WIC SUPPORTS THE LOCAL ECONOMY- LAST YEAR, 65% OF CHEESE SALES WERE FROM VERMONT BASED DAIRY.

FROM OUR PARTICIPANTS

“I just wanted to write a quick note and thank you for the care and service my son and I received today at your office. Our family is usually on the giving, not receiving end, and have not needed help before (and hopefully we won’t for long!). I was unsure of what the process would be like. Everyone we saw today at our WIC appointment was so helpful and genuinely cared about my family. Thank you for the work you do and for being there in our community.”

WIC PARTICIPANT, VERMONT

“I definitely feel like if I didn’t have WIC that I wouldn’t have successfully breastfed. They’ve given me so much information that I would never have known and I’m so glad that I reached out to them, because we would have missed out. Having the peer counselor support was a huge benefit for me - somebody I could reach out to, ask questions, and talk to when stressed. In times where I felt depleted and tired in the early stages of motherhood, WIC staff and my peer counselor were there to listen and offer support. They were just so encouraging and are very much responsible for my ability to succeed with breastfeeding.”

WIC PARTICIPANT, VERMONT

WHO PARTICIPATES IN WIC?
Vermont WIC Participation FY 2017

- Pregnant Women: 940
- Fully Breastfeeding Women: 701
- Total Breastfeeding Women: 1,036
- Postpartum Women: 546
- Infants: 2,271
- Children: 6,765
- Total: 11,558
- Coverage (% eligible): 64.50%

**WIC IS EFFICIENT**
Vermont WIC Food and Nutrition Services Benefits FY 2017

Average monthly food value per participant $45.11
Net federal food cost $6,256,483
Competitive bidding savings $963,171
Nutrition Services/Program Management $4,302,930
Total funds to state $11,522,584

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

**BREASTFEEDING**

![Breastfeeding Initiation Rates](source)

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**
Vermont 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**
Vermont does not have an active duty military base. However, WIC serves many military families who are part of the National Guard, or who have an active duty family member working in the state.

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