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.

WHO PARTICIPATES IN WIC?

West Virginia WIC Participation FY 2017

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pregnant Women</td>
<td>3,750</td>
</tr>
<tr>
<td>Fully Breastfeeding Women</td>
<td>1,114</td>
</tr>
<tr>
<td>Total Breastfeeding Women</td>
<td>1,625</td>
</tr>
<tr>
<td>Postpartum Women</td>
<td>3,740</td>
</tr>
<tr>
<td>Infants</td>
<td>10,121</td>
</tr>
<tr>
<td>Children</td>
<td>19,079</td>
</tr>
<tr>
<td>Total</td>
<td>38,315</td>
</tr>
</tbody>
</table>

Coverage (% eligible) = 48.70%


FROM OUR PARTICIPANTS

“Our ability to accept WIC helps us to better serve our customers and the communities in which we operate. Being an authorized WIC provider helps us to support 100 percent of our customers’ grocery needs with an easy and convenient shopping experience, allowing them even more time in their day.”

WIC VENDOR, WEST VIRGINIA

“When we took custody of our grandson, he was an infant and we needed help with formula as this was an unexpected expense. The staff from the minute you walk in, were kind and courteous. I think because they provide such a good support system, that when we needed help getting him to eat a variety of foods, they gave us some tips that were very helpful.”

WIC PARTICIPANT, WEST VIRGINIA

IMPLEMENTED THE NATIONAL WIC BRANDING CAMPAIGN WITH A NEW WEBSITE, NUTRITION EDUCATION MATERIALS, OUTREACH PRODUCTS, AND APPROVED WIC FOOD LIST.

HELD A STATEWIDE THREE-DAY STAFF TRAINING ON NEONATAL ABSTINENCE SYNDROME AS WIC CONTRIBUTES TO THE PUBLIC HEALTH RESPONSE FOR THE STATE OPIOID CRISIS.

IMPLEMENTED WIC SMART ONLINE NUTRITION EDUCATION PLATFORM WITH NEW MODULES, AND ENHANCED THE WICSHOPPER APP.

FUN FACTS

MISSION OF WIC
**WIC IS EFFICIENT**

West Virginia WIC Food and Nutrition Services Benefits FY 2017

Average monthly food value per participant $38.66
Net federal food cost $17,775,496
Competitive bidding savings $9,883,292
Nutrition, client services, and program management $11,647,512
Total funds to state $39,306,300

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

**BREASTFEEDING**

West Virginia 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**

West Virginia 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**

West Virginia WIC income determination policy addresses how to handle determining size of household and special income circumstances for military families. This is limited due to a lack of military bases and commissaries in West Virginia.

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