WIC Child Retention Strategies

National WIC Association
Nutrition Education and Breastfeeding Promotion Conference
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Marta Kealey, RD
**WIC AT A GLANCE**

**WIC target population:**
- Pregnant Women
- Breastfeeding Women
- Nonbreastfeeding, postpartum women
- Infants
- Children up to their 5th birthday

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Women</th>
<th>Infants</th>
<th>Children</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2015</td>
<td>1,923,168</td>
<td>1,939,740</td>
<td>4,160,832</td>
<td>8,023,739</td>
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<tr>
<td>FY 2014</td>
<td>1,972,833</td>
<td>1,964,393</td>
<td>4,321,250</td>
<td>8,258,476</td>
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<tr>
<td>FY 2013</td>
<td>2,046,627</td>
<td>2,035,533</td>
<td>4,580,645</td>
<td>8,662,805</td>
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</tbody>
</table>
Food and Nutrition Service Strategic Priority.

To increase child participation among children 1-4 years of age.

There is a dramatic drop off for children participating in WIC as they get older.
WIC foods provide important nutrients necessary for growth & development.

WIC nutrition education helps parents - instill life-long healthy eating habits in their children.

WIC referrals ensure that children get the services they need to be ready for school.
WIC CHILD RETENTION STRATEGIES

- Policy changes – longer certification periods.
- Funding of WIC Special Project Grants.
- Memorandum of Understanding with Head Start & Office of Child Care.
- Encourage WIC State agencies to try new approaches:
  - Text messaging appointment reminders.
  - WIC outreach in malls, advertisement on buses.
  - Nutrition education via Skype.
- Collaboration with other organizations/services.
THANK YOU!

Questions?

THANK YOU FOR YOUR PARTICIPATION