



WIC Child Retention Strategies

National WIC Association
Nutrition Education and Breastfeeding Promotion
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WIC AT A GLANCE



WIC target population:

- Pregnant Women
- Breastfeeding Women
- Nonbreastfeeding, postpartum women
- Infants
- Children up to their 5th birthday

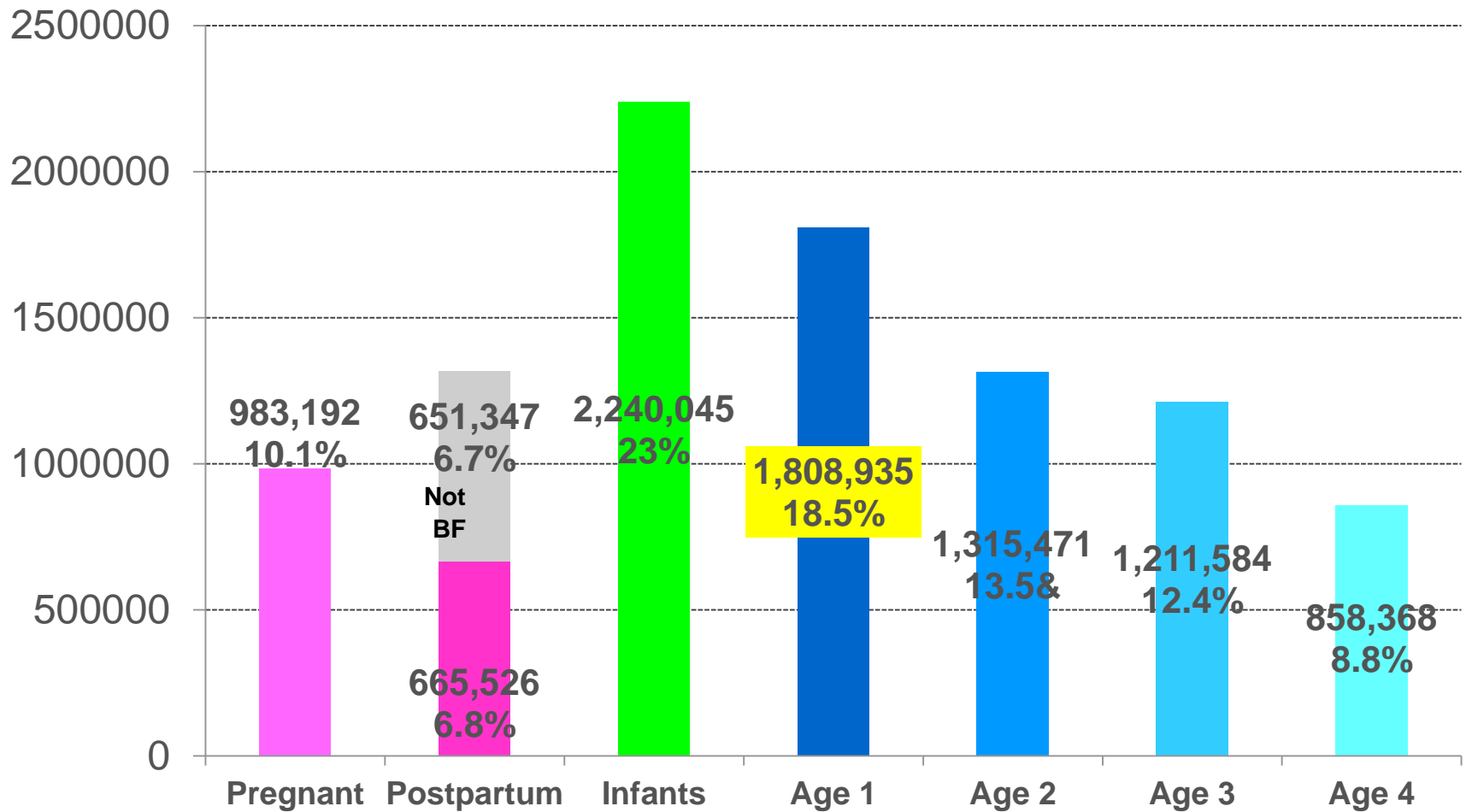
Fiscal Year	Program Participation			
	Women	Infants	Children	Total
FY 2015	1,923,168	1,939,740	4,160,832	8,023,739
FY 2014	1,972,833	1,964,393	4,321,250	8,258,476
FY 2013	2,046,627	2,035,533	4,580,645	8,662,805



WIC CHILD RETENTION

- 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 CHILD RETENTION INITIATIVE



IMPORTANCE OF WIC CHILD RETENTION

- 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

