4 Pillars of WIC Service

Nutrition Education
Breastfeeding Promotion and Support
Referrals to Healthcare and Social Services
Nutritious Food Package
3 Policy Areas

- WIC Food Packages
- Annual Appropriations
- Child Nutrition Reauthorization
2 Main Impacts

1. Improves Health outcomes

2. Decreases Healthcare costs
Total monthly participation for the region: 1,196,304.

Total monthly participation for the USA: 8,663,805.

14% of WIC participants live in the Midwest.
In-State Spending (FY2013)

- Total spend in the region: $892,265,923

- Illinois: $236,247,458
- Indiana: $110,076,258
- Michigan: $187,634,968
- Minnesota: $98,205,611
- Wisconsin: $82,704,289
Breastfeeding rates: Great progress

<table>
<thead>
<tr>
<th>State</th>
<th>Increase (%)</th>
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<tbody>
<tr>
<td>Wisconsin</td>
<td>40%</td>
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<tr>
<td>Illinois</td>
<td>33%</td>
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<tr>
<td>Minnesota</td>
<td>30%</td>
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<tr>
<td>Indiana</td>
<td>26%</td>
</tr>
<tr>
<td>Michigan</td>
<td>22%</td>
</tr>
<tr>
<td>Ohio</td>
<td>21%</td>
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OHIO
INDIANA: Mentoring WIC Health Professionals

- WIC HEALTH PROFESSIONALS IN BREASTFEEDING
- WIC STAFF TO BECOME IBCLC (INTERNATIONAL BOARD CERTIFIED LACTATION CONSULTANT)
- DIETETIC STUDENTS
- WIC CLIENTS AND PEER COUNSELORS
Indiana WIC and Breastfeeding

- State Breastfeeding Committee – local agency leaders in breastfeeding
  1. Encouraged professional lactation training for all nutritionist, nurses peer counselors
  2. All staff trained in breastfeeding
  3. Indiana has offered breastfeeding trainings regularly
  4. Indiana started Midwest regional breastfeeding trainings with WIC Operational Grants
Tippecanoe County WIC

- Made breastfeeding a priority

- The office culture is about supporting breastfeeding, everyone develops a comfort level with breastfeeding

- All CPAs’ attend a 5 day breastfeeding training in the 1st year

- In the last 20 years – 11 staff members have become International Board Certified Lactation Consultants (IBCLC), 2 more are working on becoming an IBCLC
Mentoring Dietetic Students

- Tippecanoe County is the home of Purdue University
- Called on to work with students including Dietetic students
- 2005 Indiana got a WIC Operational Adjustment Grant to have student internships for 5 students for the summer
- Received permission and funding to continue students during the school year and train them to complete certifications
Outcomes from Mentoring Students

- 9 years- 43 students have learned about WIC and breastfeeding
- 6 work in Indiana WIC - some in Lactation support
- All students left with an appreciation for lactation support and the WIC Program
By definition WIC Peer Counselors must have been a WIC participant

- 3 peer counselors have become IBCLC’s
- One more is on the path to becoming both an IBCLC and a nutritionist
Became a Peer Counselor when pregnant with her 2nd baby

College student in Child development

Single parent, life happened and she withdrew from school

She was close to losing her WIC Job 2 years ago due to job performance

With mentoring about her job and encouraging her to go back to school, she has worked hard to get her life on track.

She hopes to be back in Purdue by Summer of 2015 and take the IBCLC Exam in 2016
WIC Changes Lives!!

She plans to add enough nutrition courses that she could work in IN WIC as a nutritionist upon graduation.

Tanesha has become an excellent employee and Peer Counselor

Her life is on track do to her motivation to improve her situation for herself and her children.
WIC Works!!

Thank You!
IN God We Trust,

ALL OTHERS HAVE TO SHOW DATA!
- Midwest - Minnesota, Ohio, Michigan, Wisconsin, Indiana, Illinois, & Hawaii
- Other states requesting to join the project and submit data
- Working with FNS
- Progress report – Session at the 2015 NWA Conference
An Average Day in the Michigan WIC Program

54% Of babies born in Michigan enroll in WIC.

90.5% Of WIC families live below 150% of poverty.

WIC families purchase over $514,211 in healthy foods.

38% Of pregnant mothers enroll in WIC during their first trimester.

11,556 Clients are served.

WIC Families redeem 76% of their fresh fruits and vegetables benefits.

54.9% Of WIC mothers are overweight or obese pre-conception.

16.8% of children are overweight and 14.1% are obese.

8.9% Of infants are born at a low birth weight.

61.2% Of infants are breastfed.
Michigan WIC Five-year-plan
The Health Outcome Indicators
January 2014 To December 2018

- Increase first trimester entry into the WIC program from 36.9% to 42.0%.

- Increase ideal prenatal weight gain from 30.7% to 33.5% among Michigan WIC mothers.

- Reduce the percent of low birth weight infants born to women enrolled in Michigan WIC from 8.7% to 8.0%.

- Increase breastfeeding initiation rate from 63.1% to 67.0% and the six-month duration rate from 17.7% to 20.5%.

- Decrease the prevalence of early childhood obesity, in children 2 to 5 years of age, from 14.1% to 13.5%.

- Decrease the prevalence of low hemoglobin level from 17.5% to 15.0% among children less than five years of age.

The projections are based on the 2003-2013 trend data from Michigan PNSS and PedNSS. 2013 data is used as the baseline for a five-year-plan from Jan. 2014 to Dec. 2018.
Michigan WIC helping to feed >35,000 school aged children this summer.
We need WIC because...

WIC helps me and my daughter eat healthy and will help my newborn also. It helps a lot for the family to eat good and have food in the table.
DON’T FALL FOR THE TRAP

BUYING, SELLING, OR TRADING WIC FOODS IS ILLEGAL!
If you buy, sell, or trade WIC foods, it could result in prosecution and/or disqualification from participating in the WIC Program.

1-800-CALL-WIC
wicfraudinvestigations@michigan.gov

USDA is an equal opportunity provider and employer.
MICHIGAN WIC
STATEWIDE MONTHLY CLOSEOUT PARTICIPATION REPORT


MONTHS

WIC CASELOAD (PARTICIPANTS)
BECKY R. LITWAITIS CD RD CLC
WIC HEALTH PROJECT COORDINATOR

PHONE: 414 286-6505
EMAIL: BLITWA@MILWAUKEE.GOV
Lead Testing Recommendations

Kids need to be tested:

- 3 tests before age 3
  - 12 months
  - 15 months
  - 24 months
- Between the ages of 3 to 6 years, with no previous test
- Live in a house built before 1978 and is undergoing renovation.
- Sibling or playmate has lead poisoning
- Child is uninsured or receives Medicaid or WIC
Kids Were Not Being Tested

- Child did not have a medical home
- Medical provider did not offer lead testing services
- Lack of transportation
Lead testing at MHD WIC

- Prior to March 2010-
  - Testing took 8 minutes
  - Results of lead test received in 2 weeks

- Lead testing 2010-present using Lead Analyzer II
  - Testing takes 4 minutes
  - Results received during appointment
# Elevated Blood Levels Detected

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<tr>
<th></th>
<th>10-14ug/dL</th>
<th>15-19ug/dL</th>
<th>20-24ug/dL</th>
<th>25-44ug/dL</th>
<th>45-69ug/dL</th>
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<td>14</td>
<td>7</td>
<td>7</td>
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</tbody>
</table>
Procedure in WIC

- Insurance status is assessed at intake.
- Nutritionist explains test results to guardian and provides appropriate counseling.
- Referral to MHD Lead Program is made as needed.
- Lead testing is reimbursed from the Medicaid Managed Care Organizations.
Benefits of Lead Testing in WIC

- High-risk children are being tested.
- Children with high lead are being referred for follow-up on the same day.
- Nutritionist is able to provide immediate on-site counseling.
- Convenient for parents
- Lead testing is reimbursable and we are able to increase staffing with an additional clinical assistant.
WIC Success Story

“WIC has been there for me during a time when I have needed extra help in feeding my daughter and myself. Because of WIC, I was able to stretch my food budget and buy more nutritious foods. WIC is something I wish everyone could have in their life.”

-Ashley and Z’Raiya