ROLE OF THE WIC PROGRAM

With firm commitment to safeguarding and advancing the nutrition status and health of mothers and children and to promoting breastfeeding in the U.S., the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) works within each state to improve healthcare access for low and moderate income women and children with, or at risk of developing, nutrition-related health problems, including obesity and type 2 diabetes. WIC provides nutrition education and healthy foods enabling families to make lifelong healthy eating and lifestyle choices. The foods in the WIC food packages are specifically selected for their nutritional value to supplement the dietary needs of participants to ensure good health, growth and development. See how WIC impacts the people of North Carolina.

Average North Carolina Monthly WIC Participation
October 2013 – September 2014 FY 2014

<table>
<thead>
<tr>
<th>Category</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pregnant Women</td>
<td>24,443</td>
</tr>
<tr>
<td>Breastfeeding Women</td>
<td>18,228</td>
</tr>
<tr>
<td>Postpartum Women</td>
<td>17,956</td>
</tr>
<tr>
<td>Infants</td>
<td>62,022</td>
</tr>
<tr>
<td>Children</td>
<td>132,416</td>
</tr>
<tr>
<td>Total Participation</td>
<td>255,065</td>
</tr>
</tbody>
</table>

North Carolina WIC Food and Services Benefits
October 2013 – September 2014 FY 2014

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Food Benefit Value Per Participant (monthly)</td>
<td>$43.29</td>
</tr>
<tr>
<td>Total Food Benefit Spent in State (Food + Rebate)</td>
<td>$206,038,254</td>
</tr>
<tr>
<td>Manufacturer Cost Containment Rebate</td>
<td>($63,274,741)</td>
</tr>
<tr>
<td>Net Federal Food Cost</td>
<td>$142,763,513</td>
</tr>
<tr>
<td>Nutrition Service Benefits</td>
<td>$57,274,006</td>
</tr>
</tbody>
</table>

North Carolina WIC Funding FY 2014 (Pre-rebates)

The WIC Funding for FY 2014 graph illustrates Food Costs and the allocation of Nutrition Services Benefits in North Carolina:

- Food (pre-rebate): 71.37%
- Nutrition Education: 6.49%
- Breastfeeding Promotion: 2.00%
- Other Client Services: 16.58%
- Program Management (Admin): 3.56%

Please direct all questions to NWA at 202.232.5492
WIC PROMOTES HEALTH AND HEALTHCARE SAVINGS

HEALTHY EATING
WIC provides nutrition education and healthy foods to help families make healthy choices. The WIC food package includes fruits, vegetables, low-fat dairy, and whole grains. The food package helps combat food insecurity, and contributes to healthy diets which aid in reducing obesity and chronic disease.

26.7% of North Carolina children are food insecure.*

*Food insecurity refers to a lack of access, at times, to enough food or nutritionally adequate food.

WIC helps families combat food insecurity and nutrition-related health problems including obesity and type 2 diabetes.

BREASTFEEDING
Research shows that breastfeeding provides numerous health benefits to both the mother and her baby, helping to reduce healthcare costs. Breastfeeding lowers a child’s risk of obesity, type 2 diabetes, and asthma. WIC is the largest public breastfeeding promotion program in the nation, providing mothers with education and support.

North Carolina WIC Participant Breastfeeding Rates

<table>
<thead>
<tr>
<th>Year</th>
<th>National</th>
<th>North Carolina</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998</td>
<td>42%</td>
<td>42%</td>
</tr>
<tr>
<td>2014</td>
<td>70%</td>
<td>68%</td>
</tr>
</tbody>
</table>

Source: USDA 2014 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.

PROGRAM INTEGRITY
Participants and retail vendors will experience easier benefit access and delivery as WIC aims to implement Electronic Benefit Transfer (EBT) nationwide by 2020. EBT helps reduce opportunities for vendor food cost price fraud and abuse.

VOICES OF NORTH CAROLINA WIC PARTICIPANTS
“This is one of the most beneficial programs that the state offers. The WIC program encourages and teaches healthy eating habits for our children at a young age and stays with them through adulthood where they can pass it on to their children. With our country’s increasing obesity rate with adults and children it’s very important that there is a program out there that not only teaches us how to eat correctly but only allows us to buy healthy food items And when we teach our children healthy eating habits it will help with our obesity rate, which will help with doctor visits and the fight against heart disease and that will save our country more money by not having to pay out as much for assistance on medical.” —WIC Participant, North Carolina

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NWA’s mission: Providing leadership to promote quality nutrition services; advocating for services for all eligible women, infants, and children; ensuring the sound and responsive management of WIC.


For further information visit nwica.org