



# HOW WIC HELPS THE HAWKEYE STATE

## 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.

## FUN FACTS

HALF OF THE LOCAL WIC AGENCIES HAVE A BREASTFEEDING PEER COUNSELING PROGRAM.

IOWA HAS RECEIVED A USDA BREASTFEEDING PERFORMANCE AWARD THE LAST TWO YEARS FOR IMPROVING FULLY BREASTFEEDING INFANT RATES.

EWIC HAS BEEN IMPLEMENTED STATEWIDE IN ALL 20 WIC AGENCIES IN ALL 99 COUNTIES FOR OVER 2 YEARS.

## FROM OUR PARTICIPANTS

*"Since rolling out eWIC, vendors have commented that eWIC is easier and faster than paper checks. They really like this from a customer service standpoint."*

### WIC VENDOR, IOWA

*"My husband lost his job and has had his salary cut at his new job so our budget is limited. Through our WIC benefits I am able to supplement our grocery budget, buy fruits and vegetables that would otherwise be over our budget, and provide my family with much needed stable items. We also received knowledge and support about any feeding issues that may arise. WIC services have been an answer to our prayers and a much appreciated financial support during our time of need."*

### WIC PARTICIPANT, IOWA

## WHO PARTICIPATES IN WIC?

Iowa WIC Participation FY 2017



Pregnant Women	5,264
Fully Breastfeeding Women	2,063
Total Breastfeeding Women	3,886
Postpartum Women	5,332
Infants	14,760
Children	32,754
Total	61,996
Coverage (% eligible)	44.10%

Sources: USDA FNS WIC Program Data FY2017 <https://www.fns.usda.gov/pd/wic-program>; U.S. Department of Agriculture, Food and Nutrition Service, Office of Policy Support. National- and State-Level Estimates of (WIC) Eligibles and Program Reach in 2015. Note: The number of Fully Breastfeeding Women is included in the number of Total Breastfeeding Women.

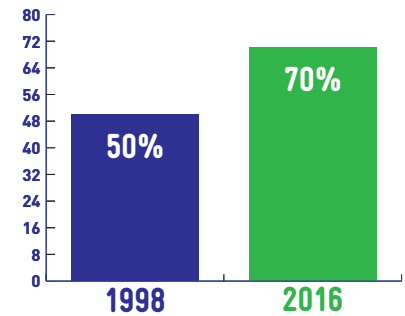
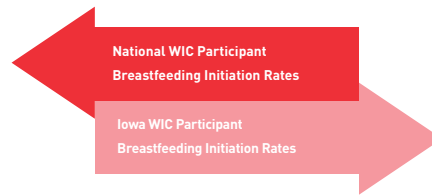
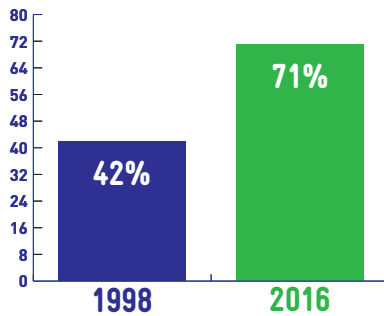
## WIC IS EFFICIENT

Iowa WIC Food and Nutrition Services Benefits FY 2017

Average monthly food value per participant	\$32.61
Net federal food cost	\$24,263,730
Competitive bidding savings	\$16,267,125
Nutrition, client services, and program management	\$15,204,856
Total funds to state	\$55,735,711

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

## BREASTFEEDING



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

Iowa 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

Iowa WIC honors our service men and women and Veterans on their WIC Facebook page on Memorial Day, Independence Day, and Veteran's Day.

## CONTACT DETAILS

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