



Basic Food Education Forum

WIC PRESENTATION

January 20, 2021

Today's presentation

- WIC 101
- WIC Shopper app
- WIC Outreach
- SNAP-Ed

What is WIC?

The Special Supplemental Nutrition Program for Women, Infants and Children

WIC participants are:

- pregnant, breastfeeding or postpartum people
- children up to age 5
- at or below 185% of the federal poverty level

WIC in Washington

In 2019:

- 57 agencies
- 215 locations
- Over 800 local staff
- Over 700 vendors

WIC in Washington

- Over 235,000 pregnant, new or breastfeeding people, infants and children served
- 46% of all infants born in Washington are on WIC
- Over \$85 million spent on WIC foods

WIC Services

- Health screening
- Nutrition education, support for behavior change
- Breastfeeding support
- Referrals to other health and social services
- WIC cards for buying specific healthy foods



WIC in response to the pandemic

- Almost all WIC agencies went to remote services only
- Some curbside services continue
- Some services requiring face to face contact are waived
 - Height and weight measures
 - Blood iron testing
- Hopeful some will be able to continue

Health screening

- Physical health assessment questions
 - Measure length/height and weight
 - Measure blood iron (hemoglobin test)
- Screen for some psychosocial issues, smoking, drugs and alcohol, safety, depression
 - Refer when issues identified

Nutrition Education

- Common discomforts of pregnancy
- Infant feeding choices
- Anticipatory guidance on developmental milestones affecting nutrition
- Tips on family meals, feeding relationships
- Physical activity

WIC nutrition education materials

Google: WA WIC nutrition education materials

- 21 materials, most in 12 languages
- PDFs available on-line
- Hard copies for WIC clinics only
- Working to get on-line nutrition education

Breastfeeding promotion and support



Breastfeeding women have:

- Access to lactation consultants
- Peer support*
- Breast pumps*

- *At some, but not all, WIC agencies

Referrals

- Mandatory referrals
 - **Basic Food**
 - Medicaid
 - TANF
 - FDPIR
- Supporting well child check-up and immunizations
- Other referrals as needed

The WIC Food Package

- Aligns with the Dietary Guidelines for Americans

and

- The infant feeding practice guidelines of the American Academy of Pediatrics
- WIC foods are chosen to meet specific nutrient criteria

WIC foods

- Milk
- Cheese
- Yogurt
- Soy beverage
- Eggs
- Tofu
- Juice
- Whole grains
- Fruits and vegetables
- Peanut butter
- Dried or canned legumes
- Low sugar, iron fortified cereal
- Canned tuna or salmon
- Infant formula
- Baby food

Around \$50 for healthy foods per participant per month

- Foods contain key nutrients needed for growth and development
- Protein, iron, calcium, folic acid and vitamins A, C, D



Around \$50 for healthy foods per participant per month

- High key nutrients for growth and development
- Protein, iron, calcium, folic acid and vitamins A, C, D



Shopping for WIC foods

- Biggest barrier to WIC participation
- 2019 - Switched from checks for individuals to a WIC card with benefits for the household



WIC Shopper app



WICShopper

12+

JPMA, Inc.

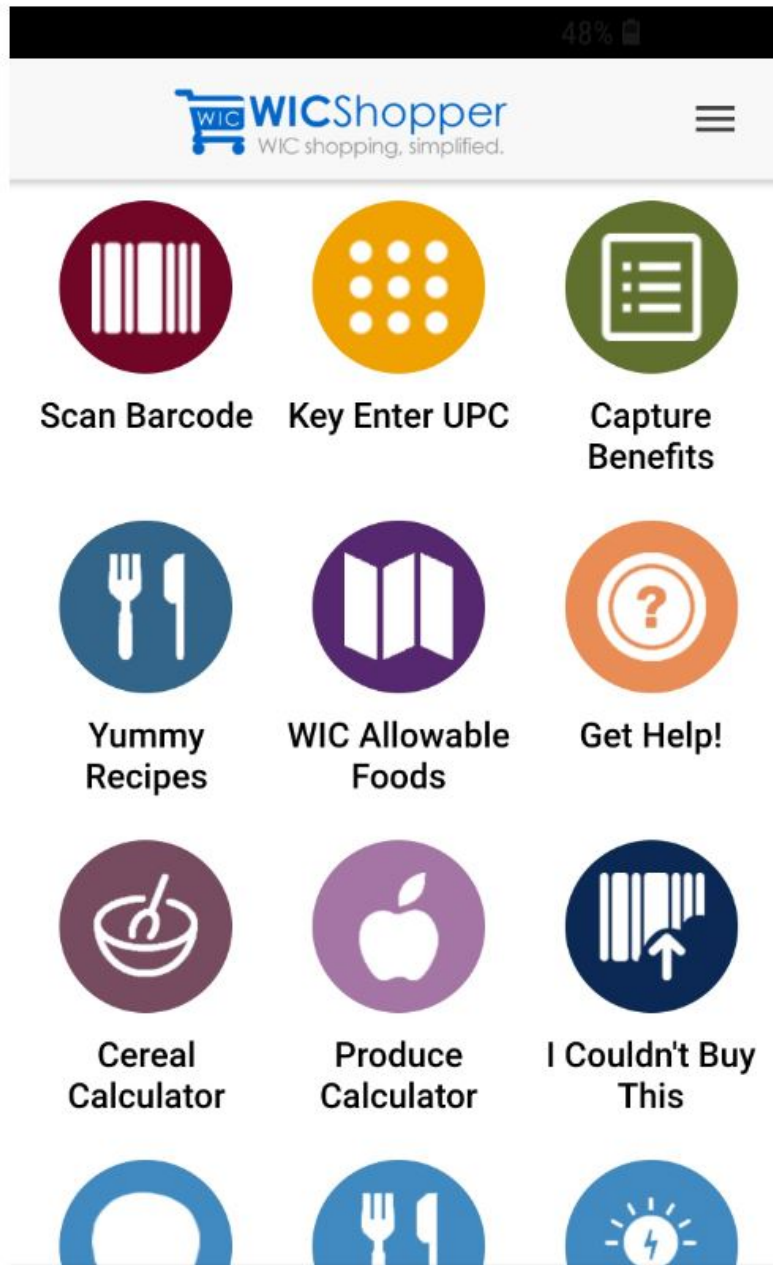
Designed for iPad

★★★★★ 4.5 • 1.7K Ratings

Free

WICShopper app

- Household food benefit balance can be accessed
- Scan for allowed foods
- Life Hacks, recipes, banners
- By end of 2020, 90% of WIC households were using the app



Mini Wheats Lb



38000596827

WIC ALLOWED

 [My Benefits](#)

 [Scan Barcode](#)

[Back](#)



041755600121



NOT A WIC ITEM

 [My Benefits](#)

 [Scan Barcode](#)

Outreach Posters in English and Spanish



HEALTHY FOOD AND A LOT MORE!



WIC IS MORE THAN JUST ABOUT FOOD.

WIC provides healthy food, nutrition education, and breastfeeding guidance to more than 8 million moms and children. Families of all sizes and types may qualify for WIC. Most families getting health benefits from Washington State qualify for WIC. Children of working parents may still qualify for WIC.

SEE IF YOU QUALIFY

CALL: 1-800-322-2588
TEXT: "WIC" to 96859
VISIT: ParentHelp123.org

Rack cards in
14 languages

Order free of charge
from myfullfillment.wa.gov.



**HEALTHY FOOD
AND A LOT MORE!**

**We give you healthy foods and
tips on how to use them.**

We provide a community of support.

**We connect you with
care beyond WIC.**

SEE IF YOU QUALIFY

CALL: 1-800-322-2588
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Does WIC Work?

Pregnant women on WIC have:



- Earlier prenatal care
- Healthy weight gain
- Fewer premature babies
- Less fetal and infant death

WIC helps to reduce incidence of preterm and low birthweight

- WIC reduces very low birth weight by 44%
- For very low birth-weight babies, an increase of 1 pound at birth saves approximately **\$28,000** in medical costs the first year of life

Children on WIC have:

- Healthier growth
- Less illness
- Lower risk of developmental delays
- Increased vocabulary and memory scores

WIC saves health care dollars

- \$1 spent by WIC = \$4.21 saved in Medicaid costs on WIC pregnancy
- 29% lower Medicaid costs for infant hospitalization
- Reduces very low birth weight by 44%

-
- Babies whose mothers were on WIC have 33% less chance of death
 - The [CDC MMWR report published in November 2019](#) showed a significant reduction in obesity in 41 of 56 US States for children 2-4 years old enrolled in WIC during 2010-2016

SNAP-Ed

SNAP-Ed programs teach people how to choose healthy food for themselves and their families while stretching their food dollars

For more information contact:

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FFY 2021-2023 WA SNAP-Ed Interventions

- Direct Education
- Healthy Food Access
- Farm to Community
- Physical Activity
- Health Promotion

In FFY 2019

Washington State SNAP-Ed:

- Conducted 874 direct education programs, reaching 16,136 youth and 1,437 adults
- Implemented 419 Policy, Systems and Environment (PSE) activities
- Reached over 526,650 individuals

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Questions?