

# IDAHO WIC

Growing Healthy Families

## WHAT IS WIC?

The Special Supplemental Nutrition Program for Women, Infants and Children

- USDA oversees
- started in 1972  
40 years old
- serves 9 million nationally per year

- Local Agency & State Staff
- 60 clinics statewide
- serve about 45,000 participants/month



## HOW WIC HELPS?

↑  
increases

**For Women:**

- likelihood of receiving prenatal care
- pregnancy duration
- Medicaid savings for moms & newborns
- likelihood women will breastfeed

**For Infants and Children:**

- children with up to date immunizations
- children's memory for numbers
- Iron, Vitamin C, and B vitamin intake
- likelihood children have a regular medical care provider
- children's vocabulary scores
- growth of nutritionally at-risk infants & children

<http://www.fns.usda.gov/wic/aboutwic/howwicheeps.htm>

## HOW WIC HELPS?

↓  
decreases

**For Women:**

- time woman wait to access prenatal care
- for postpartum women, risk of maternal obesity at onset of a pregnancy
- Medicaid costs for newborns & their moms
- fetal deaths

**For Infants and Children:**

- infant mortality
- low birth weight rates
- Iron deficiency anemia

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## WIC HISTORY

WIC pilot project created

**1972**

WIC permanently established

**1975**

nutrition education required

**1978**

breastfeeding promotion emphasized

**1989**

enhanced 100% breastfeeding food package

**1992**

food packages include fresh produce

**2009**

peer counselor programs started across Idaho

**2010**

Idaho WIC nationally recognized for high breastfeeding rates

**2010**

## WIC PARTS



eligibility



nutrition education



referrals



food vouchers



breastfeeding

### CATEGORY: KEY DEVELOPMENTAL PERIODS

**eligibility**

- pregnant woman**  
entire pregnancy + 6 weeks postpartum
- breastfeeding postpartum woman**  
4 year postpartum
- postpartum woman not breastfeeding**  
6 months postpartum
- Infants**  
0-12 months
- children**  
up to age 5

### INCOME

**eligibility**

#### WIC INCOME ELIGIBILITY GUIDELINES

July 1, 2012 through June 30, 2013

Number of Household Members	Maximum Gross Household Income	
	Per Month	Per Year
1	\$1,723	\$20,665
2	\$2,333	\$27,991
3	\$2,944	\$35,317
4	\$3,554	\$42,643
5	\$4,165	\$49,969
6	\$4,775	\$57,295
7	\$5,386	\$64,621
8	\$5,996	\$71,947

For each additional individual, add \$611/month or \$7,326/year

### NUTRITION ASSESSMENT

**eligibility**

- medical information**  
(mostly self report)
- lifestyle**  
(activity, smoking)
- nutrition information**
- height**
- weight**
- hemoglobin**  
(iron status)

### NUTRITION EDUCATION

**nutrition education**

The beautiful thing about learning is that no one can take it away from you.  
B.B. King

Tell me and I'll forget; show me and I may remember; involve me and I'll understand.  
Proverb

### FOOD VOUCHERS

**food vouchers**

- shopping with WIC checks**
- foods provided on WIC checks**

### FOODS PROVIDED

**food vouchers**

- fresh fruits & vegetables
- Juice
- Infant fruits & vegetables
- milk
- cheese  
block or string
- eggs
- dry beans, peas & lentils
- peanut butter
- canned tuna or salmon  
100% breastfeeding women
- Infant meats  
100% breastfeeding infants
- whole wheat bread
- cereal  
select types
- tortillas  
corn or whole wheat
- brown rice
- Infant cereal

