



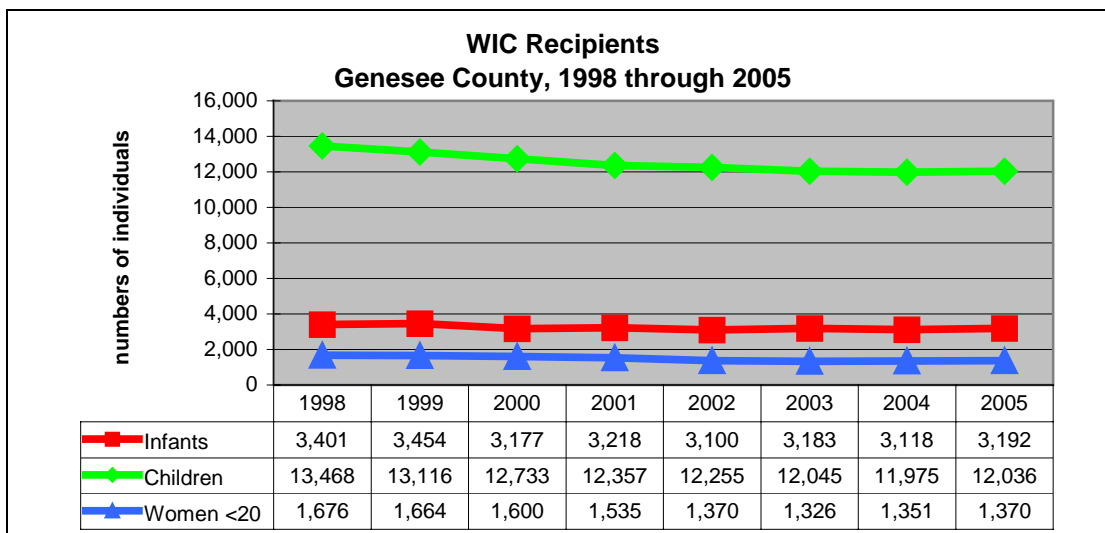
**Mission:** To improve the quality of life for children and families in Genesee County through assessment, awareness, advocacy and action.

## Fact Sheet 2.14 WIC Program

The WIC program is a federally funded but state administered program that serves low and moderate income pregnant, breastfeeding, and postpartum women, infants, and children up to age 5 who have a nutrition-related health problem. The program provides a combination of nutrition education, supplemental foods, breastfeeding promotion and support, and referrals to health care. WIC has proven effective in preventing and improving nutrition-related health problems within its target population.

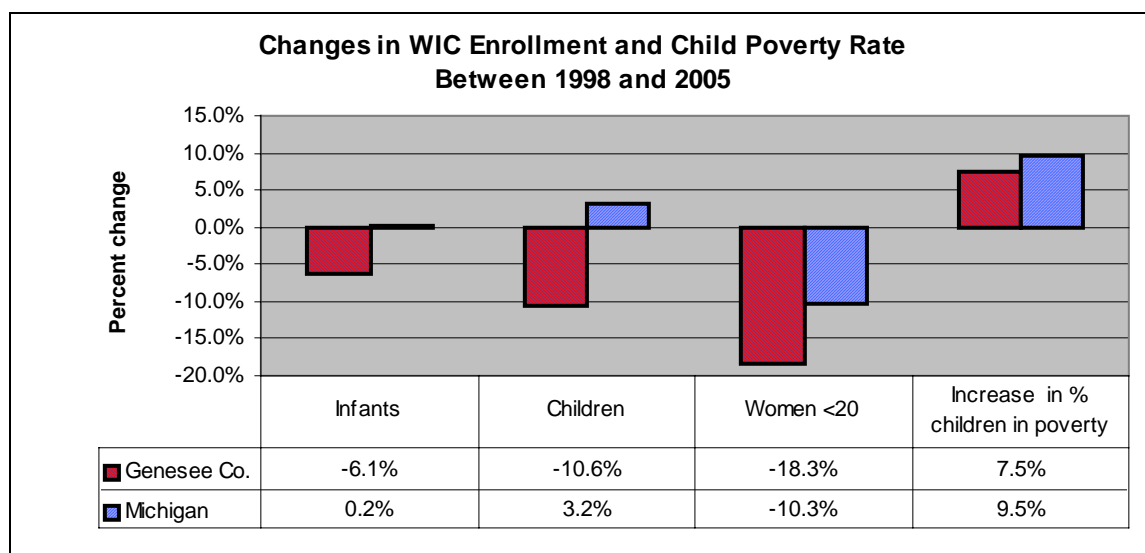
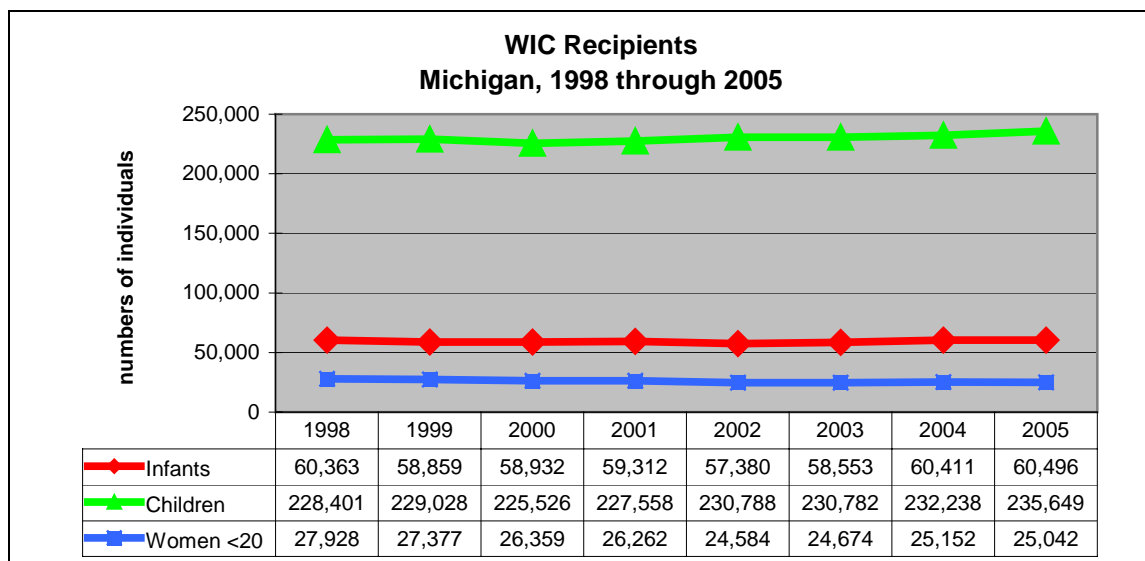
In addition, it has been demonstrated to be an extremely cost-effective program. The earlier a pregnant woman receives nutritional benefits from WIC, the more likely she is to seek prenatal care and deliver a normal weight infant. For every dollar spent by this program, more than three dollars in subsequent health care costs are saved.

A family of four may earn \$34,040 per year and qualify for WIC. One out of every two babies born in Michigan receives WIC benefits. According to the Department of Community Health, each month, more than 200,000 moms, babies, and children less than age 5 receive nutritious foods from the Michigan WIC Program.



- Despite increases in poverty in both Genesee County and Michigan between 1998 and 2004, WIC enrollments have substantially declined—with the exception in children enrolled in Michigan as a whole.
- The decline in enrollments have been greater in Genesee County than in Michigan as a whole, despite a 7.5 increase in the numbers of children living in poverty.

## Fact Sheet 2.14: WIC Program continued...



### BEYOND THE NUMBERS

How do we ensure that this successful program remains in place and continues to serve appropriate numbers of mothers and children?

### EXAMPLES OF INTERVENTION EFFORTS

WIC is an example of an intervention in itself, which successfully addresses the health of mothers, pregnant women, and infants. From health outcomes to cost effectiveness, WIC merits a close look for studying what is right about the program. Points that can be replicated should be.

**Note:** The enrollment figures are the number of women, infants and children who were certified to receive WIC services during the specified calendar year. The number of enrollments in Genesee County is based on the location of the clinic where services were provided, not the place of residence. Nearly all WIC enrollees receive services at clinics within their county of residence.

**Data Source:** Department of Community Health, and US Census (poverty estimates)

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