



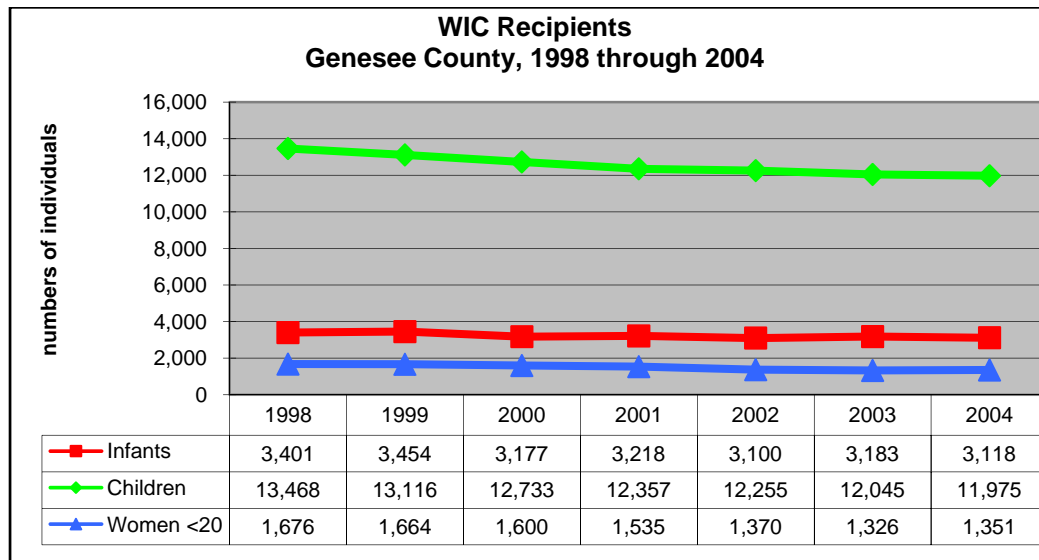
Mission: To improve the quality of life for children and families in Genesee County through assessment, awareness, advocacy and action.

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.

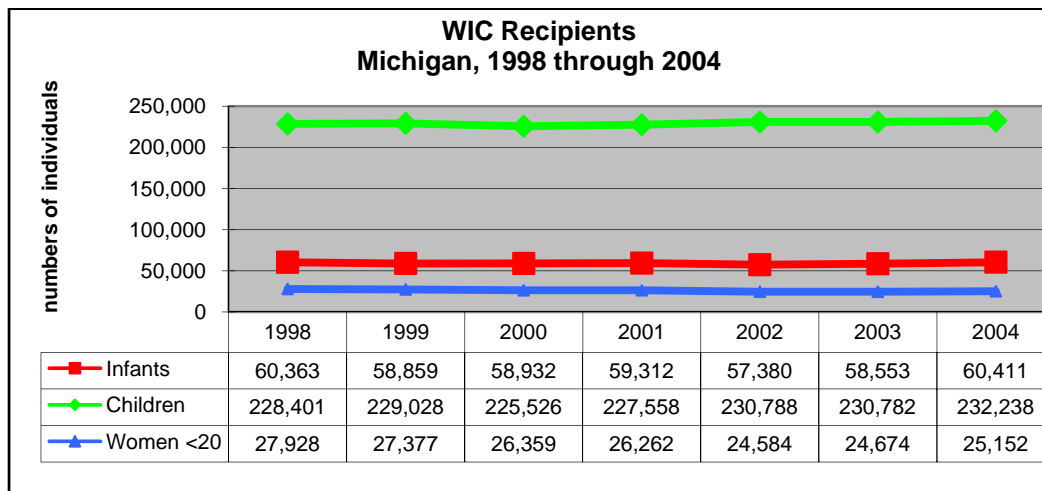
In addition, it has been demonstrated to be an extremely cost-effective program. The earlier a pregnant woman receives nutritional benefits from WIC, the more likely she is to seek prenatal care and deliver a normal weight infant. For every dollar spent by this program, more than three dollars in subsequent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

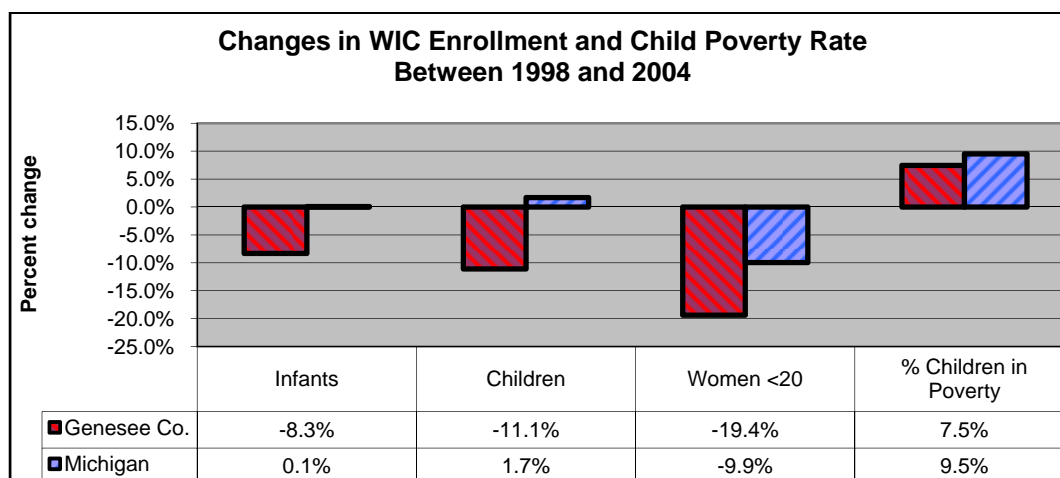


- Between 1998 and 2004 in Genesee County, the numbers of infants and young mothers served by WIC has held relatively constant, while the numbers of children served has declined by 11%. During the same period of time, the proportion of children living in poverty has risen by 7.5% (to an estimated 24.5% of all children in the county).

Fact Sheet 2.14: WIC Program continued...



- In Michigan during the same period, the numbers of infants and children enrolled in WIC has held relatively constant, but the number of young mothers served has declined by about 10%.



- During the same period, the proportion of Michigan children living in poverty in Michigan has increased by 9.5% (to an estimated 18.4% of all children).

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: WIC enrollment tables in the Michigan WIC data system, Department of Community Health and personal communication from MDCH.

Revised: 12/2/08 – Most recent available