



HOW WIC HELPS THE GREAT LAKES 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

MI-WIC WAS INTEGRATED WITH INTEGRATED SERVICES DELIVERY (ISD) TO IDENTIFY POTENTIAL WIC CLIENTS AND CONNECT THEM TO WIC CLINICS NEARBY THROUGH THE SELF GUIDED SERVICE PORTAL. THIS HAS RESULTED IN OVER 42,000 INCOMING WIC REFERRALS SINCE OCTOBER 2018.

MI WIC PROVIDES BREASTFEEDING SUPPORT STATEWIDE THROUGH THE USE OF PEER COUNSELORS AND INTERNATIONAL BOARD CERTIFIED LACTATION CONSULTANT SERVICES IN EVERY AGENCY. IN 2018, PEER COUNSELORS PROVIDED 22,281 BREASTFEEDING EDUCATION AND SUPPORT CONTACTS TO WIC MOTHERS.

FROM OUR PARTICIPANTS

"When growing up with my two brothers, our Mother said many times that WIC made a BIG difference and we could not have made it without the support from WIC! WIC helped to provide us with the food that would not be possible otherwise. When our Mother recently passed away, she asked us to donate and give back to WIC- since WIC had helped us so much!"

WIC PARTICIPANT, MICHIGAN

"During my pregnancy, I talked with the breastfeeding peer counselor. I had been unsuccessful breastfeeding my first two children because of low supply. I was not on WIC during my other pregnancies and didn't have the proper education or information on breastfeeding. I wanted to be more prepared when baby #3 arrived. At two weeks postpartum, I am excited to report that I have established a plentiful milk supply and am breastfeeding exclusively without issue. The consistent support from WIC has made all the difference in helping me begin a successful breastfeeding journey."

WIC PARTICIPANT, MICHIGAN

WHO PARTICIPATES IN WIC?

Michigan WIC Participation FY 2017



Pregnant Women	22,139
Fully Breastfeeding Women	6,253
Total Breastfeeding Women	10,182
Postpartum Women	16,494
Infants	56,010
Children	119,280
Total	224,106
Coverage (% eligible)	55.30%

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.

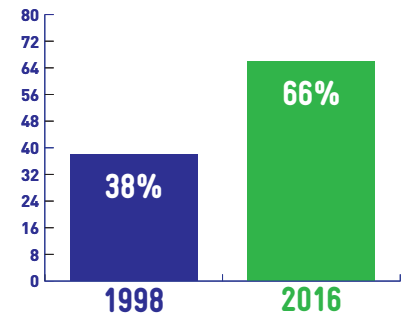
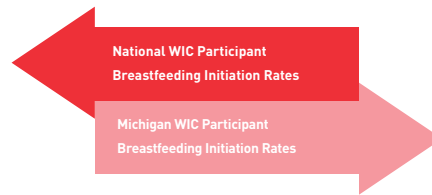
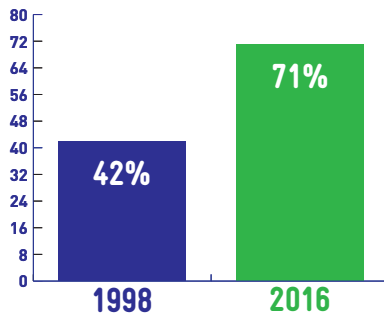
WIC IS EFFICIENT

Michigan WIC Food and Nutrition Services Benefits FY 2017

Average monthly food value per participant	\$37.05
Net federal food cost	\$99,631,904
Competitive bidding savings	\$56,642,288
Nutrition, client services, and program management	\$56,856,484
Total funds to state	\$213,130,676

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); Michigan WIC Bi-Annual Breastfeeding Report 2018.

EBT STATUS

Michigan implemented WIC EBT/eWIC statewide in 2008. All state WIC programs must transition from paper vouchers to electronic benefit transfer cards (EBT) by 2020.

WIC SUPPORTS MILITARY FAMILIES

The Michigan WIC Eligibility System (MI-WIC), captures families that report an income source or verification from a military source. Michigan WIC currently serves about 654 families consisting of 1,045 clients that are certified in WIC.

CONTACT DETAILS

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