

# Women, Infants & Children (WIC)

## FACTS:

- Each month in Michigan, 200,000 moms, babies, and children under the age of five receive nutritious foods from the Michigan WIC Program. WIC foods are worth \$30 to \$112 or more per month for each participant.
- One out of every two babies born in Michigan receives WIC benefits.
- WIC has reduced the percent of low birth weight babies born to women enrolled in WIC from 8.2% to 7.8%
- Breastfeeding initiation rates increased from 48.9% to 54% and the six-month duration rate from 13.6% to 18.0%.
- Children served by WIC have less anemia, improved dietary access, higher immunization rates and are more likely to have routine medical care.
- WIC impacts cognitive development in children. In fact, studies show that children served by WIC have improved vocabulary skills and improved memory.

Healthy Beginnings Month

## RESOURCES:

### Livingston County Department of Public Health

[www.lchd.org](http://www.lchd.org)

517-546-5459

### Michigan Department of Community Health

[www.michigan.gov/mdch](http://www.michigan.gov/mdch)

(800) 26-BIRTH

### United States Department of Agriculture (USDA)

Food & Nutrition Service

<http://www.fns.usda.gov/wic/>



## **WHAT YOU SHOULD KNOW:**

- For every dollar spent on WIC, over \$3.50 is saved in subsequent health care costs.
- WIC is a wise investment, generating important improvements in the health and productivity of children.
- In addition to direct cost savings, WIC services provide essential coordination with other health department services.
- Local communities are supported with more than \$120 million yearly when WIC foods are purchased at grocery stores and pharmacies.
- WIC is administered by USDA and legislative requirements for WIC are contained in the Child Nutrition Act of 1966.

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### **SERVICES AVAILABLE:**

Coupons for nutritious foods to redeem at local stores food coupons

- Nutrition education and counseling
  - (Infant and toddler feeding, breastfeeding, prenatal weight gain, anemia or iron deficiency, child growth and development and other related health issues).
  - Breastfeeding promotion and support
  - Referrals to other health services
  - Project FRESH  
(Additional coupons to purchase locally grown fresh fruits and vegetables at farmers' markets)
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