

# IMPACT OF WIC

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## Role of the WIC Program

With firm commitment to safeguarding and advancing the nutrition status and health of mothers and children and to promoting breastfeeding in the U.S., the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) works within each state to improve healthcare access for low and moderate income women and children with, or at risk of developing, nutrition-related health problems, including obesity and type 2 diabetes. WIC provides nutrition education and health foods enabling families to make lifelong health eating and lifestyle choices. The foods in the WIC food packages are specifically selected for their nutritional value to supplement the dietary needs of participants to ensure good health, growth, and development. See how WIC impacts the people of Wisconsin.

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Total Benefits  
Redeemed: **12,526**

TOTAL AMOUNT  
Redeemed: **\$257,091.97**

STATE TOTAL per  
Participant\*\*: **\$60.19**  
January 2016

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## La Crosse County by the Numbers\*

Pregnant Women: **148**

Infants: **429**

Breastfeeding Women: **105**

Children: **1129**

Non-Breastfeeding Women: **135**

TOTAL: **1946**

\* Obtained from ROSIE report

\*\* Obtained from the WIC Friday Morning Report (FMR) April 15, 2016



# WIC Promotes Health and Healthcare Savings

## Healthy Eating

WIC provides nutrition education and healthy foods to help families make healthy choices. The WIC food package includes fruits, vegetables, low-fat dairy, and whole grains. WIC also issues farmer's market vouchers to increase the consumption of local fruits and vegetables. The food package contributes to health diets which aid in reducing obesity and chronic disease.

**282 families spent all of their Farmers' Market Checks in 2016.**

**75% of fruit & vegetable benefits are redeemed.**

**64.7% of La Crosse County children are at a healthy weight.**

## Breastfeeding

Research shows that breastfeeding provides numerous health benefits to both the mother and her baby, helping to reduce healthcare costs. Breastfeeding lowers a child's risk of obesity, type 2 diabetes, and asthma. WIC is the largest public breastfeeding promotion program in the nation, providing mothers with education and support.

**75.2%**

of 1 month olds are breastfed

**55.9%**

of 3 month olds are breastfed

**30.4%**

of 6 month olds are breastfed

## Low Birth Weight

Research has shown that the WIC Program has been playing an important role in birth outcomes and containing healthcare costs. It has been found that every dollar spent on prenatal WIC participation can aid in reducing the number of babies born at low birth weight.

**7.0%** La Crosse County,  
December 2016

**7.4%** Wisconsin Average