



Overview of the WIC Program

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# INTRODUCTION



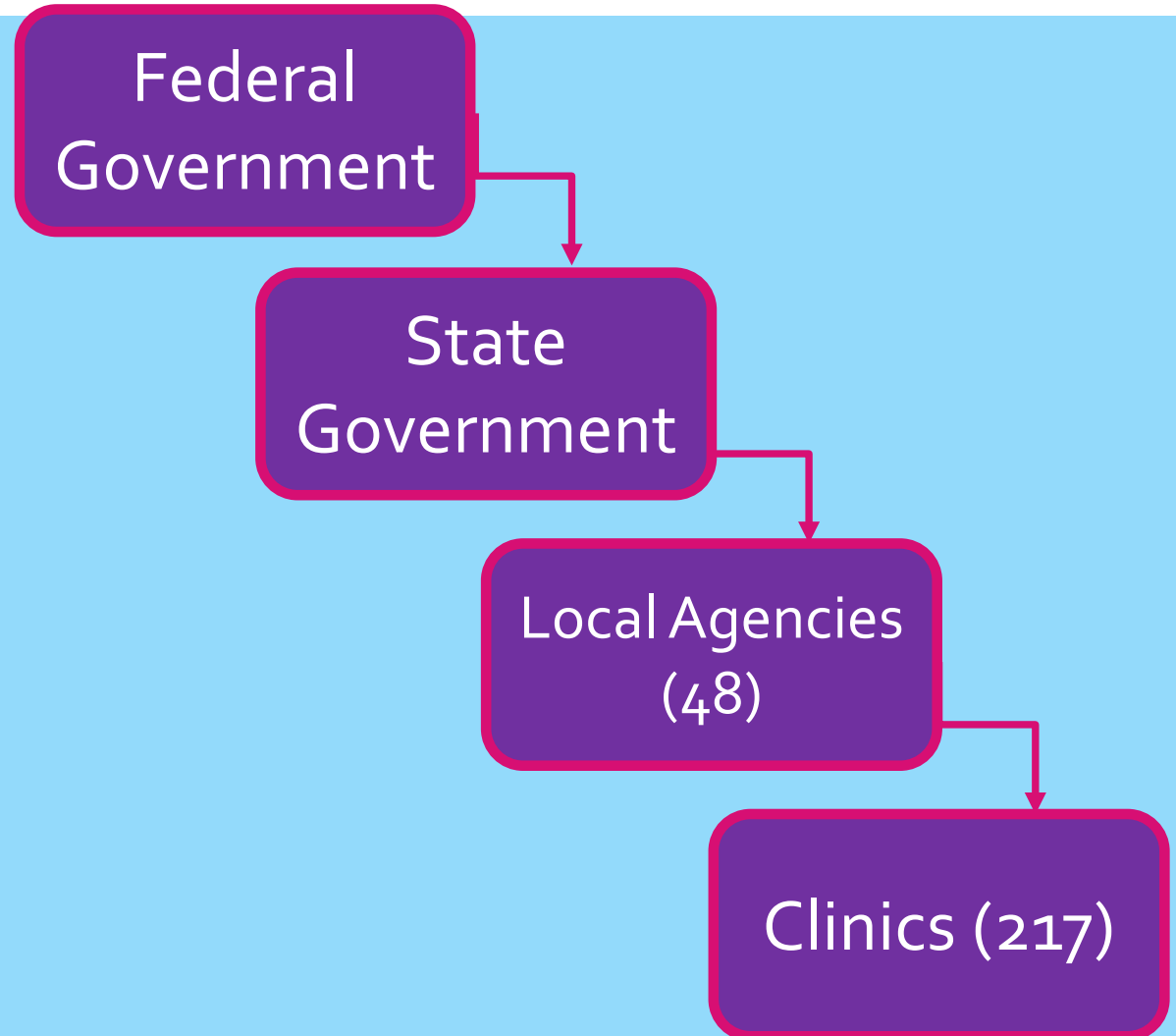
The Special Supplemental Nutrition Program for **Women, Infants and Children (WIC)** is a public health nutrition program under the USDA providing nutrition education, nutritious foods, breastfeeding support, and healthcare referrals for income-eligible women who are pregnant or post-partum, infants, and children up to age 5.

Source: <https://www.nwica.org/wic-basics>

# MICHIGAN OVERVIEW



- 48 Local Agencies
  - 217 Clinics
- Services available statewide



# CATEGORICAL ELIGIBILITY



- Pregnant Women - through pregnancy and up to 6 weeks after pregnancy ends
- Breastfeeding Women - Up to infant's 1<sup>st</sup> birthday
- Non-Breastfeeding Postpartum Women -Up to 6 months after pregnancy ends
- Infants up to 1<sup>st</sup> birthday
- Children up to 5<sup>th</sup> birthday



# INCOME ELIGIBILITY: INCOME GUIDELINES (2016)

Family Size	Gross/Hour \$	Gross/Week \$	Gross/Year \$
1	10.56	423	21,978
2	14.24	570	29,637
3	17.93	718	37,296
4	21.61	865	44,955
5	25.29	1,012	52,614
6	28.97	1,160	60,273



## 4 PILLARS OF WIC SERVICE



1. Nutrition Education
2. Breastfeeding Promotion and Support
3. Referrals to Healthcare and Social Services
4. Nutritious Food Package

# Nutrition Education & Counseling



- Group Education
- Individual Education
- Self Directed Learning
- Nutrition Education on the Web
  - [www.wichealth.org](http://www.wichealth.org)

## Top Tips for Eating Right During Pregnancy

- **Folic Acid:** Folic acid reduces the risk of birth defects that affect the spinal cord. All women of childbearing age and pregnant women should consume at least 400 micrograms of folic acid each day. **Natural food sources of folate include legumes, green leafy vegetables and citrus fruits. Folate also can be obtained through fortified foods such as cereals, pastas and bread as well as supplements.**
- **Iron:** Maternal iron deficiency is the most common nutritional deficiency during pregnancy. Pregnant women need at least 27 milligrams of iron each day. **Foods with high and moderate amounts of iron include red meat, chicken and fish, fortified cereals, spinach, some leafy greens and beans. For vegetarians and women who do not eat a lot of meat, increase iron absorption by combining plant-based sources of iron with vitamin C-rich foods. For example, try spinach salad with mandarin oranges or cereal with strawberries.**
- **Calcium:** During pregnancy, calcium is needed for the healthy development of a baby's teeth, bones, heart, nerves and muscles. When a pregnant woman does not consume enough calcium, it is taken from her bones for the baby. It is important to consume adequate amounts of calcium daily before, during and after pregnancy. **The recommended amount of calcium during pregnancy is 1,300 milligrams per day for adolescents 14 to 18 years old and 1,000 milligrams per day for women aged 19 to 50. That means at least three daily servings of calcium-rich foods such as low-fat or fat-free milk, yogurt or cheese or calcium-fortified plant-based beverages, cereals and juices.**



## Top Tips for Eating Right During Pregnancy and Breastfeeding

- **Whole grains:** Breads, cereals, pastas and brown rice.
- **Fruits:** All types of fruits, fresh, frozen or canned without added sugars.
- **Vegetables:** Eat a variety of colorful vegetables, fresh, frozen or canned with no added salt. Raw sprouts should be avoided.
- **Lean protein:** Choose lean protein from meat, poultry, fish, eggs, beans and peas, peanut butter, soy products and nuts. Pregnant women should avoid eating tilefish, shark, swordfish and king mackerel, and limit white (albacore) tuna to 6 ounces per week. Deli, luncheon meats and hot dogs should be reheated if consumed.
- **Low-fat or fat-free dairy:** This includes milk, cheese and yogurt. Unpasteurized milk and some soft cheeses that are made from unpasteurized milk also should be avoided.
- **Healthful fats:** From foods such as avocados, nuts and seeds as well as vegetable oils including canola and olive oil.

## Infant Feeding Guidelines

- **Feed your baby breast milk or formulas throughout the first year of life. Add solid foods when your baby shows signs of being ready -- usually between 6 and 12 months.**
- **When to start giving your baby food**
  - Able to hold his or her head up
  - Able to sit alone or with support
  - Opens his or her mouth when food is presented
  - Turns head away if doesn't want it
  - Able to use lips to work food off a spoon
  - Able to move food from the front of the tongue to the back of the mouth instead of forward and out of the mouth

# NUTRITION EDUCATION



## Infant Feeding Guidelines

Add foods in the following order:

### **6 months:**

- Baby cereal mixed with breast milk or formula
- Strained fruits and vegetables

### **7 to 9 months:**

- Strained meats and poultry
- 2 to 4 oz. unsweetened fruit juice in a cup
- Plain toast

### **10 to 12 months:**

- Chopped soft fruits and vegetables
- Meats
- Unsweetened dry cereal
- Soft bread
- Pasta

❖ By the end of the first year, most babies are able to finger feed themselves soft foods and drink from a cup.

# BREASTFEEDING SUPPORT



## WIC Provides

- Breastfeeding Peer Counselors
- Lactation Consultants
- Classes and Support Groups
- Education Material
- Hotlines for Questions
- Breast pumps
- Supplies for breast pumps

## Coffective

Community based outreach initiative to get hospitals, WIC clinics, and others all working in the same direction for breastfeeding support to give clients the same message everywhere they go.

**\*\*Breastfeeding is initiated in > 65% MI WIC babies!\*\***

# BREASTFEEDING SUPPORT



## Client Talking Points

- Helps your baby grow and stay healthy
- Is the perfect food meant for your baby
- Changes to meet your growing baby's needs
- Breastmilk is gentle to baby's stomach - easy to digest so baby doesn't spit up as much
- Means less colic, constipation, and diarrhea for your baby

# BREASTFEEDING SUPPORT



## Client Talking Points

- Helps brain development and may improve your child's IQ
- Lowers the risk of your baby developing asthma
- Decreases chances of your baby having allergies
- Lessens the risk of your baby developing juvenile diabetes
- Protects your baby from illness - breastfed babies have fewer colds, fewer ear infections, fewer respiratory infections

# REFERRALS



- Inform clients of available and appropriate health and community services and how to access those services.
- Based on individual needs identified during nutrition assessment

## Common Referral Types:

- Maternal Infant Health Program (MIHP)
- Immunizations
- Physicians
- Dentists
- Food Pantries
- Smoking cessation classes
- Substance abuse counseling
- Family-planning services

# WIC FOOD PACKAGE/BENEFITS



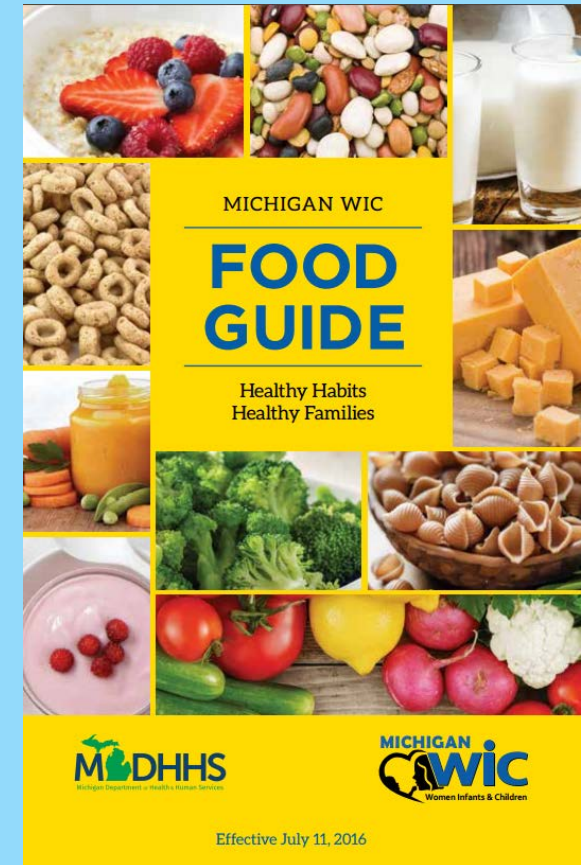
- WIC Foods are based on Dietary Guidelines for Americans
  - ↑ fiber
  - ↓ saturated fat and cholesterol
  - ↑ fruits and vegetables
  - ↑ whole grains



# WIC FOOD PACKAGE/BENEFITS



- WIC provides a monthly prescription of nutritious foods (usually issued every 3 months)
- Foods contain nutrients to ensure good health, growth and development.
- Foods are consistent with the Dietary Guidelines for Americans (DGAs) and established dietary recommendations for infants and children under 2 years of age.
- More choices to serve a diverse clientele

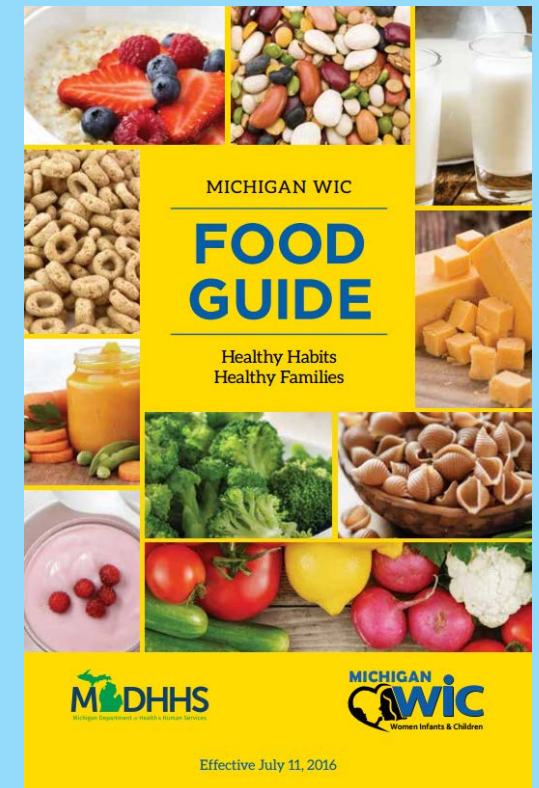


Source: [https://s3.amazonaws.com/aws.upl/nwica.org/2016wic\\_healthier\\_america\\_final.pdf](https://s3.amazonaws.com/aws.upl/nwica.org/2016wic_healthier_america_final.pdf)

# WIC FOOD PACKAGE/BENEFITS



- Fruits and Vegetables
- Commercially prepared baby fruits/vegetables and meats
- Infant cereal
- Milk
- Whole grain cereal
- Whole wheat bread
- Canned fish
- Canned and dry beans/peanut butter
- Cheese
- Juice
- Eggs
- Iron fortified infant formula





# WIC PROJECT FRESH



- Farmers' Market Nutrition Program (FMNP) is a federal program known in Michigan as WIC Project FRESH that operates June 1 – October 31
- WIC Project FRESH provides eligible WIC clients \$25 in coupons (in addition to their monthly WIC benefits) to purchase eligible, locally grown, fresh, unprepared fruits and vegetables from authorized farmers
- Authorized farmers post these signs making clients aware of where to stop and shop with their WIC Project FRESH coupons



# WIC PROGRAM BENEFITS



- WIC reduces the likelihood of adverse birth outcomes, including very low birth-weight babies, which results in fewer fetal & infant deaths
- WIC helps with fewer premature births
- WIC improves birth outcomes for high-risk mothers
- WIC interventions can help improve healthful behaviors that are linked to reducing early childhood overweight
- According to a 2014 study, the program might have contributed to the decline in obesity rates among preschool children in recent years
- WIC participation helps reduce household food insecurity

# WIC PROGRAM BENEFITS



- WIC infants are in better health than eligible infants not participating in WIC
- WIC children at ages 1 to 2 have less dental related Medicaid costs compared to children who do not participate in WIC
- Children participating in WIC have immunization rates similar to more affluent children and significantly higher than low-income children who never participated in WIC
- WIC children have increased intakes of iron, potassium, and fiber
- WIC nutrition education leads to an increased consumption of whole grains, fruits and lower-fat milk
- Participation in WIC can reduce the risk of child abuse or neglect
- WIC supports cognitive development, helping children to enter kindergarten ready to learn

# MICHIGAN WIC FIVE-YEAR-PLAN

## THE HEALTH OUTCOME INDICATORS

JANUARY 2014 TO DECEMBER 2018

- Increase first trimester entry into the WIC program from 35.8% to 42.0%.
- Increase ideal prenatal weight gain from 30.4% to 33.5% among Michigan WIC mothers.
- Reduce the percent of low birth weight infants born to women enrolled in Michigan WIC from 9.1% to 8.0%.
- Increase breastfeeding initiation rate from 63.6% to 67.0% and the six-month duration rate from 18.5% to 20.5%.
- Decrease the prevalence of early childhood obesity, in children 2 to 5 years of age, from 14.2% to 13.5%.
- Decrease the prevalence of low hemoglobin level from 19.0% to 15.0% among children less than five years of age.



# ADDITIONAL RESOURCES

- National WIC Association <https://www.nwica.org/>
  - Position Papers and Fact Sheets <https://www.nwica.org/position-papers> -
- WIC Fact Sheet - <http://www.fns.usda.gov/sites/default/files/wic/WIC-Fact-Sheet.pdf>
- WIC Contacts from FNS - <http://www.fns.usda.gov/wic/wic-contacts>
- Michigan WIC Website - [http://www.michigan.gov/mdhhs/0,5885,7-339-71547\\_4910---,00.html](http://www.michigan.gov/mdhhs/0,5885,7-339-71547_4910---,00.html)