



National WIC Association
Your child has you. And you have WIC.



How WIC Impacts the People of Massachusetts

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 healthy foods enabling families to make lifelong healthy 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 Massachusetts.

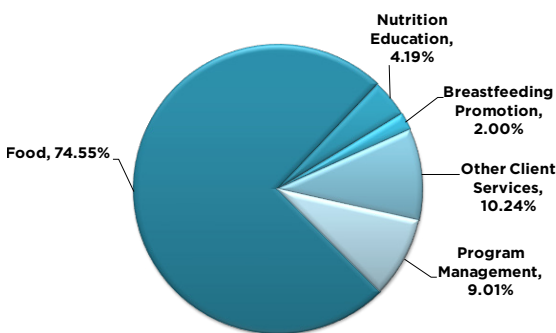
Average Massachusetts
Monthly WIC Participation
October 2010 – September 2011
FY 2011 (preliminary)

Pregnant Women	11,782
Breastfeeding Women	8,574
Postpartum Women	7,387
Infants	27,411
Children	63,954
Total Participation	119,108

Massachusetts
WIC Food and Services Benefits
October 2010 – September 2011
FY 2011 (preliminary)

Total Food Benefit Value Per Participant (monthly)	\$54.95
Total Food Benefit Spent in State (Food + Rebate)	\$78,539,119
Manufacturer Cost Containment Rebate	(\$16,584,981)
Net Federal Food Cost	\$61,954,138
Nutrition Service Benefits	\$27,402,548

Massachusetts WIC Funding FY 2011
(Pre-rebates)



The WIC Funding for FY 2011 graph illustrates Food Costs and the allocation of Nutrition Services Benefits in Massachusetts:

- ➔ Food (pre-rebate): 74.55%
- ➔ Nutrition Education: 4.19%
- ➔ Breastfeeding Promotion: 2.00%
- ➔ Other Client Services: 10.24%
- ➔ Program Management (Admin): 9.01%

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. The food package helps combat food insecurity, and contributes to healthy diets which aid in reducing obesity and chronic disease.

17%

of **Massachusetts** children are food insecure.*

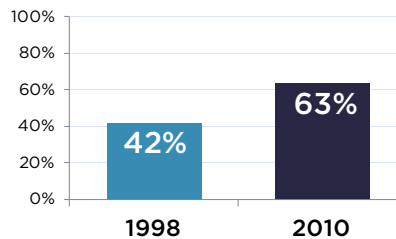
*Food insecurity refers to a lack of access, at times, to enough food or nutritionally adequate food.¹

WIC helps families combat food insecurity and nutrition-related health problems including obesity and type 2 diabetes.

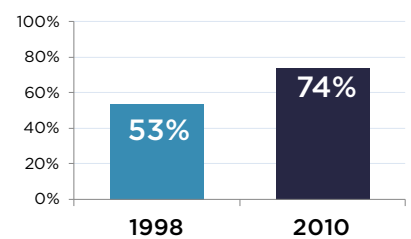
BREASTFEEDING

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.

National WIC Participant Breastfeeding Rates



Massachusetts WIC Participant Breastfeeding Rates



Source: USDA 2010 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.

PROGRAM INTEGRITY

Participants and retail vendors will experience easier benefit access and delivery as WIC aims to implement Electronic Benefit Transfer (EBT) nationwide by 2020. EBT helps reduce opportunities for vendor food cost price fraud and abuse.

Massachusetts is currently in the planning phase for WIC EBT implementation.

VOICES OF MASSACHUSETTS WIC PARTICIPANTS

"I was a single mom of three children and WIC helped me survive some hard times. I knew if I didn't have anything I always had food to feed my family."

—WIC Participant, **Massachusetts**

"I felt supported by a group of women that encouraged me to live a healthy lifestyle while breastfeeding and making healthy food choices for me and my growing son. The most important choice that I made while on WIC was that I made a commitment to be a cook and to make foods from scratch using whole food ingredients. WIC provided a stepping stone for my family that embraced us, listened to our concerns, gave us recipe suggestions and never judged us."

—WIC Participant, **Massachusetts**

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NWA's mission: Providing leadership to promote quality nutrition services; advocating for services for all eligible women, infants, and children; assuring the sound and responsive management of WIC.

¹Feeding America. *Mind the Meal Gap*. Retrieved July 2012 from <http://feedingamerica.org/hunger-in-america/hunger-studies/map-the-meal-gap.aspx>