



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



How WIC Impacts the People of New Hampshire

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 New Hampshire.

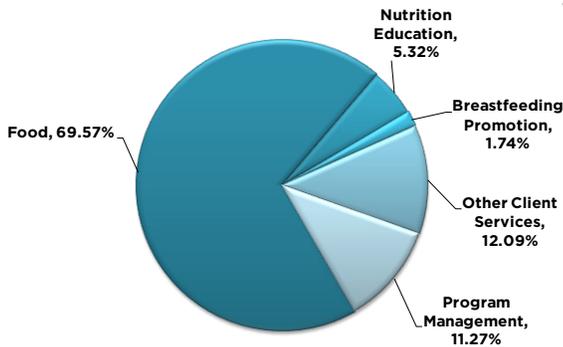
Average New Hampshire
Monthly WIC Participation
October 2010 – September 2011
FY 2011

Pregnant Women	1,874
Breastfeeding Women	798
Postpartum Women	1,201
Infants	4,355
Children	8,821
Total Participation	17,048

New Hampshire
WIC Food and Services Benefits
October 2010 – September 2011
FY 2011

Total Food Benefit Value Per Participant (monthly)	\$48.04
Total Food Benefit Spent in State (Food + Rebate)	\$9,828,582
Manufacturer Cost Containment Rebate	(\$2,257,291)
Net Federal Food Cost	\$7,571,291
Nutrition Service Benefits	\$4,325,460

New Hampshire WIC Funding FY 2011
(Pre-rebates)



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

- ➔ Food (pre-rebate): 69.57%
- ➔ Nutrition Education: 5.32%
- ➔ Breastfeeding Promotion: 1.74%
- ➔ Other Client Services: 12.09%
- ➔ Program Management (Admin): 11.27%

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.

14%

of **New Hampshire** children are food insecure.*

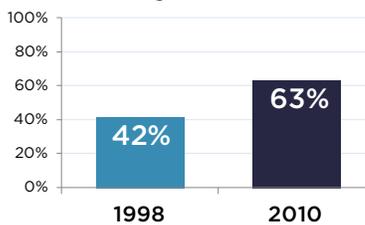
*Food insecurity refers to a lack of access, at times, to enough food or nutritionally adequate food.¹

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

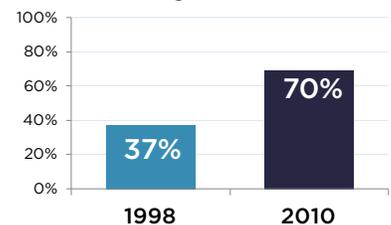
BREASTFEEDING

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



New Hampshire 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.

VOICES OF NEW HAMPSHIRE WIC PARTICIPANTS

"In addition to the food stamps, WIC provides me the help in getting the food I need for [my child]. It is a tremendous help to me as there are many months that I struggle financially. WIC provides me the help and support on a monthly basis to ensure that [my child] has what he needs to remain a healthy and very active 3 year old. I am also a first time mom, so the advice I receive from the staff at WIC is very helpful. [My child] also loves the recipes they provide. I am very appreciative and grateful for WIC. Without the support of WIC, it would be very difficult to maintain what [he] needs. WIC has some amazing staff and until I am fully back on my feet, I rely on the help WIC provides to me."

—WIC Participant, **New Hampshire**

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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>