How WIC Impacts the People of Pueblo of Isleta

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 Pueblo of Isleta.
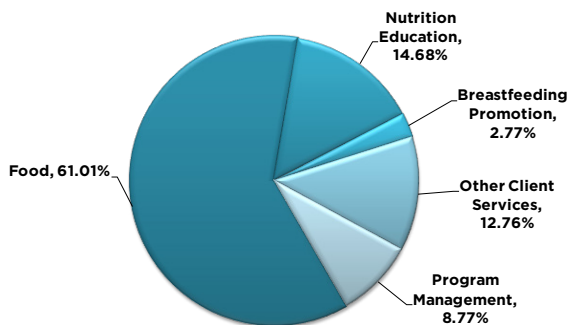
Average Pueblo of Isleta Monthly WIC Participation
October 2010 – September 2011
FY 2011

Pregnant Women	80
Breastfeeding Women	66
Postpartum Women	51
Infants	197
Children	503
Total Participation	896

Pueblo of Isleta WIC Food and Services Benefits
October 2010 – September 2011
FY 2011

Total Food Benefit Value Per Participant (monthly)	$45.74
Total Food Benefit Spent in State (Food + Rebate)	**$491,725**
Manufacturer Cost Containment Rebate	**($56,916)**
Net Federal Food Cost	**$434,809**
Nutrition Service Benefits	$321,398

Pueblo of Isleta WIC Funding FY 2011 (Pre-rebates)

Nutrition Education, 14.68%

Breastfeeding Promotion, 2.77%

Food, 61.01%

Other Client Services, 12.76%

Program Management, 8.77%

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

➡ Food (pre-rebate): 61.01%
➡ Nutrition Education: 14.68%
➡ Breastfeeding Promotion: 2.77%
➡ Other Client Services: 12.76%
➡ Program Management (Admin): 8.77%

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.

29%

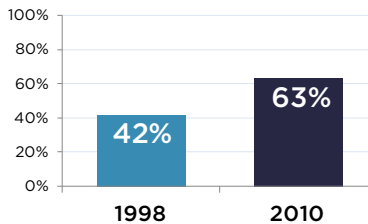of **New Mexico** children are food insecure.*

*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.
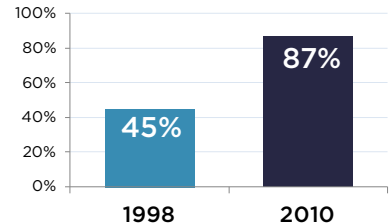
BREASTFEEDING

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

1998	2010
42%	63%

Pueblo of Isleta WIC Participant Breastfeeding Rates

1998	2010
45%	87%

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.

Pueblo of Isleta implemented WIC EBT in September 2009.

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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.

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