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 Tennessee.

Average Tennessee Monthly WIC Participation
October 2010 – September 2011
FY 2011

- Pregnant Women: 20,150
- Breastfeeding Women: 7,231
- Postpartum Women: 13,771
- Infants: 43,166
- Children: 77,260
- Total Participation: 161,578

Tennessee WIC Food and Services Benefits
October 2010 – September 2011
FY 2011

- Total Food Benefit Value Per Participant (monthly): $59.33
- Total Food Benefit Spent in State (Food + Rebate): $115,030,502
- Manufacturer Cost Containment Rebate: ($31,850,871)
- Net Federal Food Cost: $83,179,631
- Nutrition Service Benefits: $42,934,127

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

- Food (pre-rebate): 74.36%
- Nutrition Education: 7.68%
- Breastfeeding Promotion: 1.02%
- Other Client Services: 11.42%
- Program Management (Admin): 5.26%
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.

25% of Tennessee children are food insecure.*

*NWICA.org

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.

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

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 TENNESSEE WIC PARTICIPANTS

“WIC was a lifesaver. The WIC program also showed me how to feed and take care of my son. They say motherhood is natural, I beg to differ. A lot of women have been saved by the WIC programs of the like. I am very thankful for WIC and as a taxpayer myself, I do not want to see it disappear.”

—WIC Participant, Tennessee

“...”

—WIC Participant, Tennessee

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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.