

Indiana WIC Annual Report 2011

*Indiana WIC
helps families
thrive.*



What is WIC?

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is a federally funded program which is designed to provide services to low-income pregnant, postpartum and breastfeeding women, and infants and children up to five years of age who are at health or nutrition risk. WIC is almost 40 years old and has proved to be a cost-effective public health program.

WIC provides:

- ◆ Nutrition and health screening and assessment
- ◆ Nutrition education and counseling
- ◆ Breastfeeding promotion and support
- ◆ Referrals to other Indiana health, family, and social services
- ◆ Supplemental healthy foods designed to meet special nutrition needs

Who is eligible?

Pregnant, postpartum, and breastfeeding women, infants, and children up to 5 years of age are eligible for WIC. They must be Indiana residents, be income eligible by having an income that falls at or below 185% of the U.S. Poverty Income Guidelines (currently \$42,643 for a family of four), and be individually determined to be at nutrition risk by a health professional.

Families participating in certain other benefit programs, such as the Supplemental Nutrition Assistance Program (SNAP), Medicaid, or Temporary Assistance for Needy Families (TANF), automatically meet the income eligibility requirement.

Nutrition risk may be medically-based, such as anemia, underweight, overweight, history of pregnancy complications, or dietary risk, such as failure to meet the dietary guidelines or inappropriate nutrition practices.

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Healthy WIC moms have healthy WIC babies.



The benefits of WIC nutrition services begin even before the child is born.

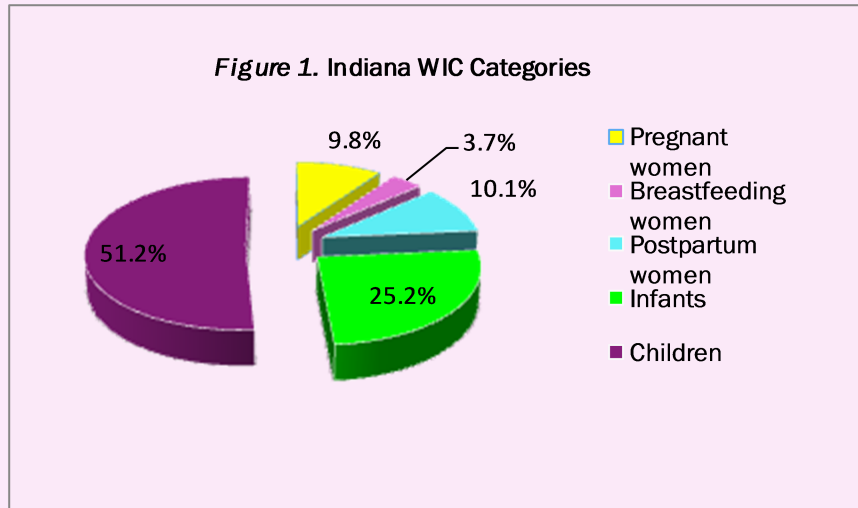


Indiana WIC Program Profile

In fiscal year 2011, there was an average of **167,877** Hoosiers served each month in Indiana through a statewide network of 145 WIC clinics.

Among Indiana WIC participants, over half (**51.2%**) are children. Infants account for **25.2%**, and women for **23.6%** (Figure 1).

Indiana WIC serves nearly half of all infants born statewide.



In fiscal year 2011, Indiana WIC supported local economies by generating **\$114 million** in healthy food sales for mothers and young children in 784 grocery stores and pharmacies and by funding 49 community and public health agencies to provide nutrition and education services.

The Indiana WIC Farmers' Market Nutrition Program generated **\$210,000** in locally grown fruits and vegetables sales to Hoosier farmers who participated in 168 WIC approved Farmers' Markets and Farm Stands.

By negotiating rebates with a formula manufacturer, Indiana WIC was able to save **\$30 million**. The saving allowed Indiana WIC to support around one-quarter of the estimated average monthly caseload.

Indiana WIC continuously maintains a lower average monthly food cost compared to the national average (**\$41.54** versus **\$46.67**).

The Indiana WIC program has the second lowest monthly average administrative cost per participant—only one state has a lower cost (**\$15** versus the national average of **\$18.20**).

We care about every child and every family, helping them grow healthy and happy.



WIC helps families make healthy choices and gives children a good start.



WIC provides the right food at the right time.

Nutrition Education and Referrals

Nutrition education and counseling are the WIC services that help our participants develop positive changes in their knowledge, attitude, and behavior about food consumption. Creating an inviting clinic environment, friendly atmosphere and facilitating excellent customer service for families makes this learning process easier and more fun for participants.

Whether it is a clerical assistant, peer counselor, nutritionist, registered dietitian, nurse or coordinator, everyone in Indiana WIC has a deep understanding of participant-centered nutrition education and breastfeeding support.

We are working together as a big WIC team, building up exceptional relationships with our local public health and community partners. In fiscal year 2011, Indiana WIC staff made **360,590** referrals to resources like Healthy Families, breastfeeding and immunization support, prenatal and oral health care.

Prevention of Childhood Obesity

Indiana WIC is making prevention of childhood obesity a priority by promoting physical activity and consumption of fruits and vegetables through offering our children and families:

- Classes on fun activities, such as moving, dancing and playing;
- Reading materials about different fun activities for children, pedometers, and toys promoting outdoor play;
- DVDs such as “ZOWZOO” and “Family Fun and Fitness with Regie and the Veggies”;
- Demonstrations, such as healthy food preparation and gardening.

In fiscal year 2011, **15.2%** of children aged 2–5 on the Indiana WIC Program were obese. The program would like to reach the *Healthy People 2020* objective to decrease the proportion of obese children to 9.6%. Four counties, **Adams, Perry, Posey** and **White**, met this goal during the reported period.



*WIC helps
mothers and
their families
make
breastfeeding
easier.*



*My mom's
breast milk
makes me
healthy and
smart. I'm off
to a great
start!*

Our Contact Information:

Phone: 1-800-522-0874

Email: inwic@isdh.in.gov

Website: www.wic.in.gov

Indiana WIC Breastfeeding Support

The health, nutritional, immunologic, economic, and emotional advantages of breastfeeding to mother and baby are well recognized. The Surgeon General's Call to Action to Support Breastfeeding (2011) highlights the following benefits of breastfeeding:

- Breast milk provides superior nutrition for optimum infant growth and adequate hydration.
- Breastfeeding lowers the risk of childhood obesity, gastrointestinal and lower respiratory infections, leukemia, asthma, type 2 diabetes, heart disease, allergic responses, and SIDS.
- Health benefits for the breastfeeding mom include a reduction in risk of breast and ovarian cancer and other chronic conditions.
- Research shows that families who chose to breastfeed save more than **\$1,200-\$1,500** per year on formula expenditures alone. In addition, breastfeeding provides substantial savings in health care cost and time lost to care for sick babies.

The Indiana WIC program continues to actively promote exclusive breastfeeding as the best choice for infants through offering practical suggestions and creating internal and external breastfeeding-friendly environments. Lactation trained Indiana WIC staff and peer counselors support all pregnant women and new moms and encourage them to breastfeed. Presently, 87 WIC staff are IBCLC (International Board Certified Lactation Consultants) certified to support participants in meeting their breastfeeding goal.

In fiscal year 2011, **66.3%** of infants on the Indiana WIC Program were ever breastfed. Although the *Healthy People 2020* objective to increase the proportion of children ever breastfed to 81.9% continues to be the goal achieved statewide, two counties, **Adams** and **DeKalb**, met this goal during the past fiscal year. The breastfeeding initiation rates have increased steadily over the last decade. Prevalence of ever breastfeeding increased from **49.3%** in fiscal year 2002 to **66.3%** in 2011.

This institution is an equal opportunity provider.