

Indiana WIC Annual Report 2010

STRONG FAMILIES START HERE

WIC At A Glance

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What is WIC?

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is a nutrition program aimed towards developing healthy lifestyles for those families in need. WIC is nationally recognized as an effective program for improving access to nutritious foods and promoting healthier eating habits and lifestyles.

Who does WIC Serve?

The WIC target population is income-eligible, nutritionally at risk:

- Pregnant Women
- Breastfeeding Women (up to baby’s 1st birthday)
- Non-breastfeeding Postpartum Women (up to 6 months after delivery)
- Infants up to their 1st birthday
- Children up to their 5th birthday

What Services does WIC provide?

- Nutrition assessment and counseling
- Breastfeeding promotion and support
- Screening and referrals to other Indiana health, family, and social services
- Specific nutritious foods to supplement diets

What Foods does WIC provide?

A variety of foods dense in nutrients such as calcium, iron, folic acid, and vitamins A, C, D, and fiber. These nutrients have been found to be lacking in WIC eligible households.

- Milk, Cheese, and Eggs
- Fresh Fruits and Vegetables
- Peanut Butter and Beans
- Whole Wheat Bread, Brown Rice, and Tortillas
- Low Sugar/High Iron Cereal
- 100% Fruit Juice
- Infant Formula
- Infant cereal, fruits and vegetables



Contact Information:

Phone: 1-800-522-0874

Email: inwic@isdh.in.gov

Web Site: www.wic.in.gov

How does WIC make a Difference?

Infants and children who receive WIC services are:

- less likely to be underweight at birth,
- less likely to be sick, and
- more likely to be intellectually ready to start school

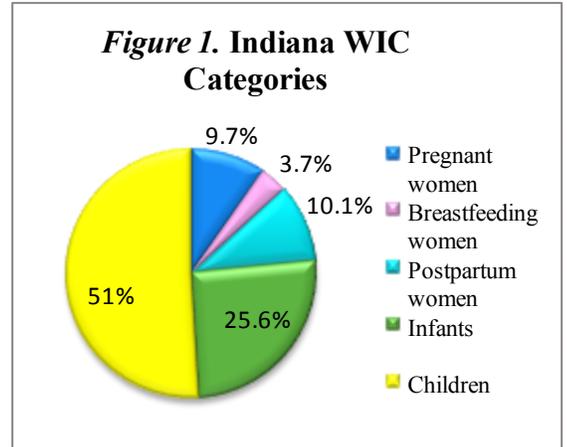
WHAT DO HOOSIER FAMILIES SAY ABOUT INDIANA WIC? FLIP AHEAD TO FIND OUT!

Indiana WIC by the Numbers

Healthy
WIC
moms
have
healthy
WIC
babies!

- In fiscal year 2010, there was an average of **174,119** Hoosiers served each month in Indiana through a statewide network of 145 WIC clinics.

- Among Indiana WIC participants, over half (**51** percent) are children. Infants account for **25.6** percent, and women for **23.5** percent (Figure 1).



- Indiana WIC generated **\$113 million** in healthy food sales in 787 grocery stores and pharmacies.

- By negotiating rebates with the formula manufacturer, Indiana WIC was able to save **\$38 million** and support **46,785** or **27** percent more WIC participants.

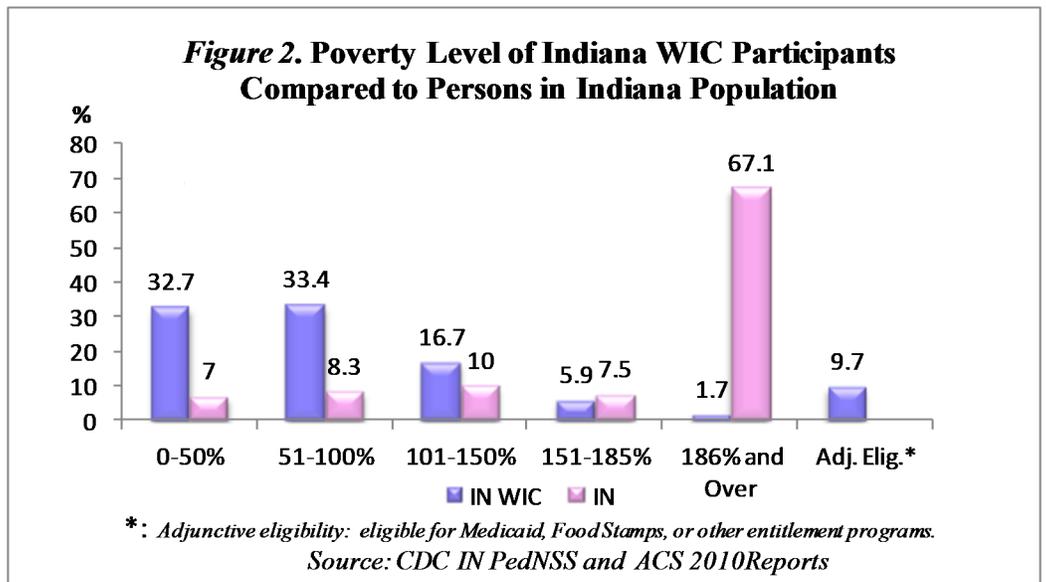
- Indiana WIC continuously maintains a lower average monthly food cost compared to the national average (**\$35.96** versus **\$41.43**).

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- Indiana WIC Farmers' Market Nutrition Program generated **\$246,000** in locally grown fruits and vegetables sales to Hoosier farmers who participated in 156 WIC approved Farmer's Markets and Farm Stands.

Profiles and Trends

The distribution of Indiana WIC participants by poverty level shows about 66 percent of participants at or below the poverty line as compared to 15.3 percent in the U.S. and Indiana general population.



Indiana Women, Infants, and Children Program Contact Information

Indiana WIC Program
 Indiana State Department of Health
 2 North Meridian Street, 8B
 Indianapolis, Indiana 46204
 1-800-522-0874
 Email: inwic@isdh.in.gov
 Web Site: <http://www.wic.in.gov>

Eligibility Requirements

To become eligible for Indiana WIC benefits, an applicant must meet the following requirements:

- An applicant must be an Indiana resident.
- An applicant must be categorically eligible. The Indiana WIC Program categories are:
 - Pregnant Women
 - Breastfeeding Women (up to baby's 1st birthday)
 - Non-Breastfeeding Postpartum Women (up to 6 months)
 - Infants (up to their 1st birthday)
 - Children (up to their 5th birthday)
- An applicant must be income eligible by having an income that falls at or below 185% of the U.S. Poverty Income Guidelines. Families receiving Medicaid, Food Stamps, or TANF are income eligible for the Indiana WIC Program.
- An applicant must be at nutritional risk. Two major types of nutrition risk are recognized for WIC eligibility:
 - Medically-based risks such as anemia, underweight, overweight, history of pregnancy complications, or poor pregnancy outcomes.
 - Dietary risks, such as failure to meet the dietary guidelines or inappropriate nutrition practices.
- An applicant must be "income" eligible by having an income fall at or below 185% of the U.S. Poverty Income Guidelines.
- ♦ Families receiving Medicaid, Food Stamps, and TANF are income eligible for the Indiana WIC Program.



Referrals

Indiana WIC made 398,690 referrals for participants to outside agencies for support and education.

Top Five referrals:	Healthy Families	51,891
	Private Physician	47,372
	Breastfeeding Support	46,452
	Dental Program	44,059
	Immunization Program	32,769

Of all Indiana Women WIC participants, 8.7% participate in SNAP benefits; 51.2% participate in Medicaid; and 2.7% participate in TANF.

"I came to your office last Thursday and I just wanted to thank you for the pleasant experience. You were so kind and helpful. In the hectic times of our lives nowadays it brings comfort to know there remains people out there that treat you with respect, understanding and compassion."—Relieved WIC Mom

Indiana WIC Education

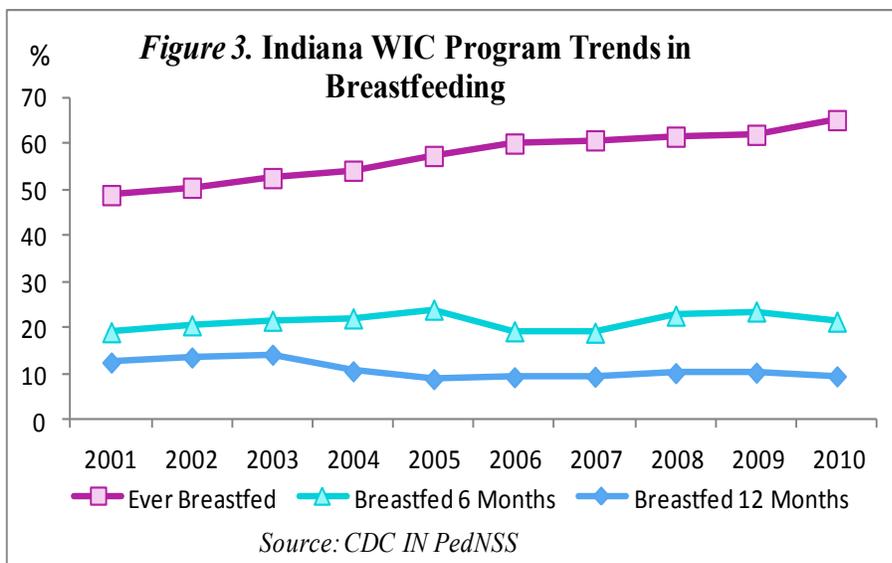
Indiana WIC offers a range of health and nutrition services for families. WIC nutrition messages help participants put healthy behaviors into action and include:

- Breastfeeding is a healthy behavior.
- Be healthy, be active!
- Eating for you and your baby.
- Breastfeeding: a bond of love.
- Eat healthy foods for a steady weight gain during pregnancy.
- Good nutrition leads to a healthy lifestyle.
- Healthy food choices help children grow well.

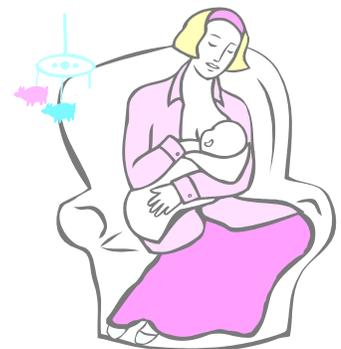


Breastfeeding

- Breastfeeding is an important intervention of Indiana WIC. Approximately **31,000** Hoosier prenatal participants received evidenced-based information regarding breastfeeding.
- Breastfeeding education and support is provided to **47,000** Hoosier prenatal and breastfeeding participants by WIC Peer Counselors, many of whom were also once WIC participants.
- WIC International Board Certified Lactation Consultants were available to **16,400** breastfeeding participants for lactation management and assessment of special problems.



Indiana WIC Breastfeeding initiation rate reached 65.1%, a 3.2% increase from last year!



"I have recently been able to find a job and end my assistance from WIC. I just wanted to thank-you for all the help that I received in providing food for my wife and children when I had barely enough to give them. It was truly a relief on my financial burdens. I do appreciate all your help in the past, but it sure does feel good to be more independent and more self-reliant. Thanks so much!" - Thankful WIC Dad

This institution is an equal opportunity provider.