



Smart Choices • Healthy Families



How WIC Began

- Depression – Roosevelt created distribution of **surplus food commodities**
- World War II – nutrition status of soldiers found to be poor, carry over from depression
- **National School Lunch Program – 1946**
- Early 1950s – **Special Milk Program**
- **Food Stamp Program** – begun under President John F. Kennedy and made permanent by President Lyndon B. Johnson in 1964

WIC Established

- **Child Nutrition Act – 1966** – a general movement to provide food for children
- Discovery of **Hunger in America** – 1960s – hunger identified as a problem even in the richest country in the world
- 1972 – discovered the other nutrition programs were not meeting the special needs of pregnant women and infants
- WIC established as a **pilot** program
- WIC **permanently** established in 1975

WIC Foods

- WIC food packages are considered to be supplemental – Specifically targeted at improving the dietary intake of low income pregnant, breastfeeding and postpartum women, infants, and children under 5 years old
- WIC has an active nutrition component that provides nutrition education, breastfeeding education and support and health care referrals
- WIC food packages do not allow for all essential products that are needed to feed a family

Food Packages

- Nutritional Content
- Tailored for category (women, infant, or child)
- Tailored for individual
- Food groups chosen to provide target nutrients
- Foods redefined in 2005 based on realization of the need to reduce food insufficiency and reduce the risk of chronic disease
- Institute of Medicine Committee to Review the WIC Food Packages was charged with evaluating and determining if food package changes were needed

Target Nutrients

□ 1972

- protein
- calcium
- iron
- vitamin A
- vitamin C

□ 2005 additional

- zinc
- folate
- vitamin E
- magnesium
- vitamin B6
- fiber

Recent Food Changes

WIC Foods

- Milk
- Eggs
- Cheese
- Cereal
- Juice
- Beans/Peanut Butter
- Tuna (exclusive breastfeeding women)
- Infant Formula
- Infant Cereal

New as of October 2009

- **Low-fat Milk**
children 2-4 years old and women
- **Fruit and Vegetables**
- **Whole Grains**
whole wheat bread, corn and whole wheat tortillas, brown rice and oatmeal
- **Soy Milk and Tofu**
- **Salmon** (exclusive breastfeeding women)
- **Baby Foods**
 - ▣ Fruits and Vegetables
 - ▣ Meats (exclusive breastfed infants)

Selection of WIC Foods Determined By:

- Federal Regulations
- Nutritional Content
- Package Size
- Maximum amount allowed

Selection of Approved Brands

□ Criteria for Selection

- Meet Federal regulations nutrient requirements
- Cost
- Package sizes
- Include cereals high in folic acid and fiber
- Statewide availability
- Package nutrition messages are consistent with WIC
- Cultural acceptability

Average Food Costs/Rebates

- The average cost per client for food prior to the infant formula rebate is approximately \$41 per month
- Texas WIC receives approximately \$160,000,000 a year in formula rebates
- The average cost per client for food after the infant formula rebate is approximately \$28.50 per month

Formula

- Contract Formula
 - Milk based
 - Soy based

- Non-contract formula requires a medical condition/need
 - Requires a prescription from a doctor
 - Approval by local staff or State agency

WIC Benefits to the Community

- The earlier a pregnant woman receives nutritional benefits from WIC, the more likely she is to seek prenatal care and deliver a normal weight infant.
- Studies show that for every dollar spent by this program, more than three dollars in subsequent health care costs are saved (for example in Medicaid, America's health care program for low-income persons).
- Local communities are supported with millions of dollars yearly when WIC foods are purchased at grocery stores and pharmacies and with funds provided to service providers.

Integrity

- WIC certifying authority prescribes appropriate food package to participant
- Food package is loaded onto an EBT card at a family level.
- Participant may only buy foods with WIC EBT card at WIC approved vendors
- WIC certifies all vendor point of sale systems:
 - Only accept foods on the WIC authorized product list
 - Only sell WIC authorized foods

Texas WIC Vision and Mission

Our Vision

Healthy women and children through effective nutrition education and services, nutritious foods, and referrals to appropriate health and human services.

Our Mission

Deliver the highest quality services in the nation with integrity and respect to 100% of the persons eligible for WIC.

