

North Dakota

# WIC

Women, Infants and Children

21,690  
North Dakota Women,  
Infants and Children served



Children

40%

Infants

31%

29%

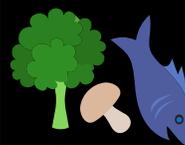
Women



22 Local WIC agencies providing services in 66 communities



171 WIC authorized retailers



\$65 Average monthly benefit value per participant



76% Participants in WIC are working families



\$8,937,070 Spent by participants at local ND WIC retailers for healthy foods

## 2015 Annual Report

The Special Supplemental Nutrition Program for Women, Infants and Children (WIC) provides benefits to low-income pregnant and postpartum women, and to infants and young children who are at nutritional risk.

Research shows that poor nutrition during fetal development and a baby's first five years causes life-altering effects to health, limits a child's ability to learn, and adds to health care costs.

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

During this critical period of a child's development, WIC provides nutritious food, nutrition education, breastfeeding support and referrals to other health and social services.

# *Think of WIC as a prescription for healthier children.*



WIC foods contain calcium, iron, protein, vitamins A and C, plus other nutrients that are often missing in diets of some families.



WIC families are referred to prenatal care, preventative health care and other services. 56% of WIC families participate in SNAP and 76% in Medicaid.

Let's  
Talk

WIC delivers participant-centered nutrition education on healthy meals and physical activity.

*With an obesity rate of 14% among children two to four years old, WIC has an important role to play in helping children maintain a healthy weight.*

## **North Dakota WIC:**

- Encourages breastfeeding as the normal way to feed infants and young children.
- Provides nutritious foods like fresh fruits, whole grain and low fat milk.
- Measures children regularly.
- Shares with parents specific ideas on how to offer healthy meals and snacks and how to keep their children physically active.
- Makes referrals to other health professionals when appropriate.

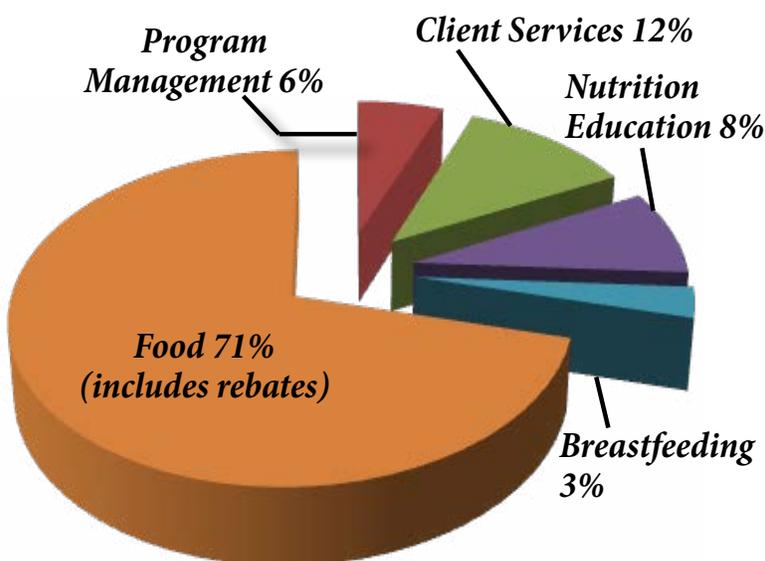


# What WIC participants say:



## 2015 WIC Funding

**Total \$12,585,290**



## Major North Dakota WIC Accomplishments

- Transferred a state of the art management information system (MIS) and joined the multi-state consortium that shares the MIS.
- Strengthened local staff professional capacity by offering an online program on participant-centered counseling skills.
- Saved WIC food dollars by entering into a contract with the Special Formula Distribution Center to obtain special infant formula and medical foods for families.
- Hired the new ND WIC EBT/Vendor Specialist to focus on EBT planning and implementation to ensure that ND WIC is ready for EBT by the 2020 deadline.

# WIC and Breastfeeding Peer Counseling



Breastfeeding is one of the most powerful and cost-effective ways to protect the health of infants and children.

North Dakota WIC actively promotes breastfeeding as the optimal method of infant feeding. Breastfed children are less likely to be affected by childhood obesity, and breastfeeding strengthens the bond between mothers and their babies.

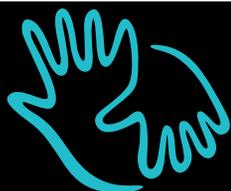
Breastfeeding also provides benefits to the mother by lowering her risk of breast and ovarian cancer. WIC has been working on many initiatives to help increase its breastfeeding initiation and duration rates. One of WIC's most successful initiatives is the breastfeeding peer counseling program.

ND WIC is proud to have breastfeeding peer counseling programs at three local agencies. Peer counselors are generally women in the community with personal breastfeeding experience who provide information and support to WIC mothers. They help prevent and manage common breastfeeding concerns and become a valuable source of support and encouragement to mothers.



**67%** WIC infants were breastfed

*After you leave the hospital it's easy to get overwhelmed and feel like you don't know what you're doing, and it's one thing to do research online and ask for help over the phone, but to have someone who knows what they're doing actually be there for you, in person, during your absolute hardest moments, makes all the difference in the world. I can't begin to explain how thankful I am. ~WIC breastfeeding mom*



**7.5 months** Average breastfeeding duration for moms' participation in WIC peer counseling program



**Learn more about North Dakota WIC at [www.ndhealth.gov/wic](http://www.ndhealth.gov/wic)**