

WIC

Women, Infants and Children



2017 Annual Report WIC: A Healthy Start

Providing healthy food, nutrition support, and guidance on creating healthy families

Families rely on WIC

22,000



Women, infants and children were served in 2017 in all ND counties.



50%

6,875 infants received WIC last year, which is almost 50% of the infants born in North Dakota.

A positive experience

Changing health behaviors



100%

 Families said that WIC staff really listen to "what I want to share".

78%

 Families said they eat more fruits and vegetables because of WIC.

WIC is good business



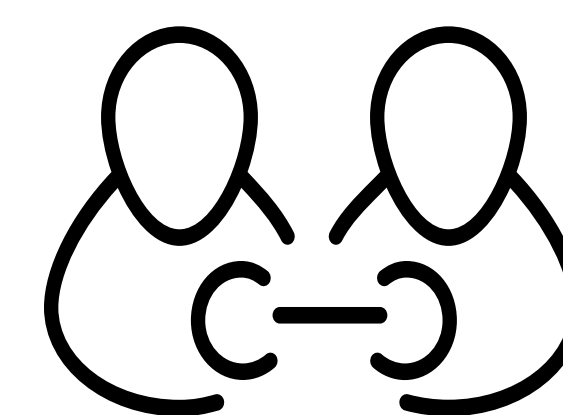
Families spent over \$9 million at the 160 WIC authorized grocery stores across the state.

WIC supports working families

80%

WIC families report having one or two employed adults in the household, 65% full time.

WIC connects families



WIC helps connect families to other important services like Medicaid (80%), SNAP (56%), and health services.

How WIC funding is used



62%

Foods that are important for growth and development.



32%

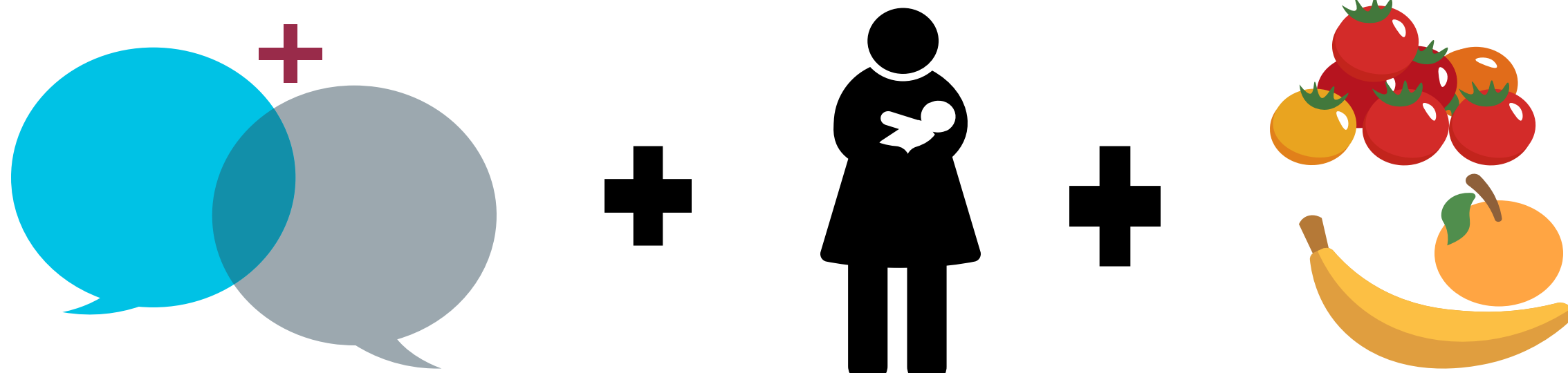
Participant nutrition and breastfeeding services



6%

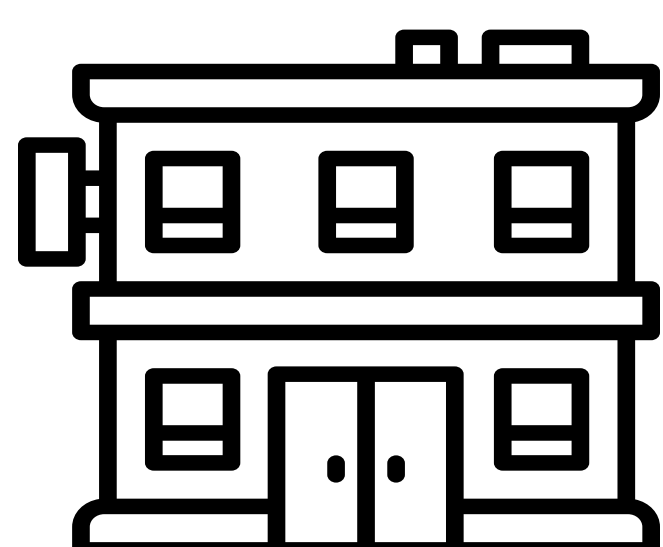
Administration, computer systems

WIC's proven recipe for healthy families



WIC teaches families how to shop for, prepare and incorporate the healthy foods provided to nourish their families. WIC promotes and supports breastfeeding as a critical component of early nutrition and recognizes its role in preventing obesity later in life. Currently, 72% of WIC moms choose to breastfeed.

What do we hear about ND WIC?



"I'm passionate about keeping rural stores open to accept SNAP and WIC benefits so folks in the community who are struggling can come get the groceries they need for their families". ND Store Owner



"It is wonderful! I would recommend anybody to get on WIC- everyone is nice and helpful."

"Very helpful with all the questions I have. Love the staff and the program."