



Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)

Our Work

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) promotes healthy pregnancies, birth outcomes, growth, and development for mothers, babies, and young children to age 5 who are at nutritional risk.

WIC works by providing nutritious supplemental foods, breastfeeding promotion and support, education on healthy eating, and referrals to health care and critical social services.



41%

of infants in Wisconsin are enrolled in WIC.



\$53 million

in WIC food benefits are spent at local stores annually, supporting Wisconsin's economy.



92,188

women, infants, and children are served by Wisconsin WIC every month.

Funding

WIC is a domestic discretionary program under the jurisdiction of the United States Department of Agriculture (USDA) Food and Nutrition Service (FNS). USDA provides grants quarterly to states, in the form of Food grants and Nutrition Services and Administration (NSA) grants.

Priorities

Providing nutrition education for parents

Participants receive personalized nutrition education from nutrition professionals, with ongoing assessments and routine follow-ups.

Meeting families' nutrition needs

Nutritious WIC food packages include fruits, vegetables, whole grains, dairy, and iron rich foods tailored to the needs of each family.

Supporting breastfeeding

WIC provides breastfeeding encouragement, information, and resources from trained breastfeeding peer counselors and experts.

Impact

Caring for pregnant women

Pregnant women in WIC receive prenatal care earlier and have fewer premature births. Mothers that participated in WIC during pregnancy account for 25% of births in Wisconsin.

Supporting breastfeeding

WIC reduces low birth weight rates, fetal deaths, and infant mortality. Seventy-seven percent of Wisconsin infants whose moms received WIC prenatally were ever breastfed.

Improving children's diets

Over 30% of Wisconsin children ages 1 to 5 receive WIC benefits annually, including over \$15 million in fruits and vegetables to support healthy growth.

Looking ahead

WIC will continue to support Wisconsin families through flexible services including remote appointments. WIC will update food package options to include more fruits and vegetables, increase access to culturally-appropriate foods, and add more customization for participants.

WIC and Nutrition Section

Bureau of Community Health Promotion

800-642-7873 | www.dhs.wisconsin.gov/wic | dhswicgeneral@dhs.wisconsin.gov