



HOW WIC HELPS OLD DOMINION

MISSION OF WIC

To assure healthy pregnancies, healthy birth outcomes and healthy growth and development for women, infants and children up to age 5 who are at nutritional risk, by providing nutritious supplemental foods, breastfeeding promotion and support, education on healthy eating, and referrals to healthcare and critical social services.

FUN FACTS

VIRGINIA WIC HAS DEPLOYED FOUR MOBILE UNITS TO PROVIDE WIC SERVICES WITHIN SEVERAL COMMUNITIES ACROSS THE STATE.

VIRGINIA WIC HAS EMBARKED ON THE DEVELOPMENT OF A WIC PROCESS IMPROVEMENT PLAN.

FROM OUR PARTICIPANTS

"I am one of the many women of this state that has benefited from a Breastfeeding Peer Counselor. I have many tales that would praise my counselor but there is one in particular that gave me the encouragement and the strength to go on. My daughter would not latch on and I made the mistake of giving her a bottle of breastmilk. My daughter learned very quickly that drinking from the bottle is much easier than drinking from the breast. My daughter became adamant about which one she preferred. I tried for a week to get her to latch onto my breast, but had no success. I was going to throw in the towel, but my breastfeeding peer counselor called me that day when I thought all hope was gone and gave me great instruction on how to get her to latch back on. After a week of determination and help that only a Breastfeeding Peer Counselor can give, she start to latch and feed like a pro. I am thankful and blessed to have had a counselor as great as she and I strive to be as helpful to new breastfeeding moms."

WIC PARTICIPANT, VIRGINIA

WHO PARTICIPATES IN WIC?

Virginia WIC Participation FY 2017



Pregnant Women	12,182
Fully Breastfeeding Women	3,348
Total Breastfeeding Women	6,959
Postpartum Women	11,156
Infants	33,066
Children	58,822
Total	122,185
Coverage (% eligible)	45.10%

Sources: USDA FNS WIC Program Data FY2017 <https://www.fns.usda.gov/pd/wic-program>; U.S. Department of Agriculture, Food and Nutrition Service, Office of Policy Support. National- and State-Level Estimates of (WIC) Eligibles and Program Reach in 2015. Note: The number of Fully Breastfeeding Women is included in the number of Total Breastfeeding Women.

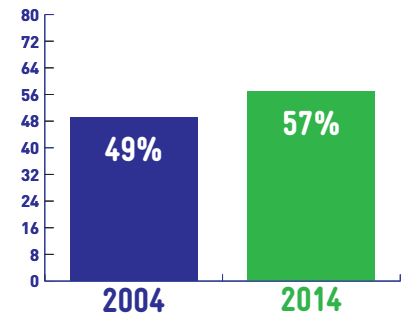
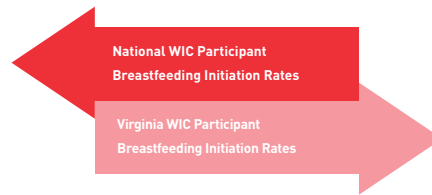
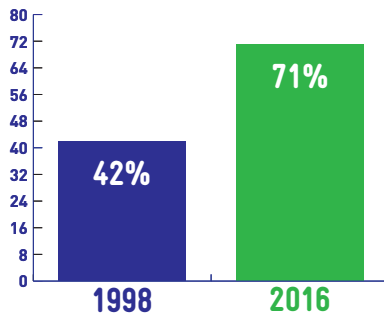
WIC IS EFFICIENT

Virginia WIC Food and Nutrition Services Benefits FY 2017

Average monthly food value per participant	\$30.72
Net federal food cost	\$45,040,330
Competitive bidding savings	\$32,785,570
Nutrition, client services, and program management	\$34,809,876
Total funds to state	\$112,635,776

Source: USDA FNS WIC Program Data FY2017 <https://www.fns.usda.gov/pd/wic-program>

BREASTFEEDING



Source: USDA 2016 WIC Participant and Program Characteristics (PC) Report. PC data allows for standardized comparisons to demonstrate overall progress. Some states collect more data than required by the PC Report and may yield different and more current results than shown.

EBT STATUS

Virginia has implemented WIC EBT/eWIC statewide. All state WIC programs must transition from paper vouchers to electronic benefit transfer cards (EBT) by 2020.

WIC SUPPORTS MILITARY FAMILIES

All WIC services are provided at Ft. Lee, Ft Belvoir, Oceana Naval Station, Norfolk Naval Base, Quantico Marine Installation. Virginia WIC creates special outreach materials that speak directly to military families.

CONTACT DETAILS

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