



HOW WIC HELPS THE TAR HEEL STATE

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

IN 2018, NORTH CAROLINA WIC WAS RECOGNIZED WITH SEVEN LOVING SUPPORT AWARD OF EXCELLENCE WINNERS. THREE GOLD PREMIERE AWARDS AND FOUR GOLD AWARDS.

NORTH CAROLINA SUCCESSFULLY IMPLEMENTED NC EWIC STATEWIDE EFFECTIVE MAY 2018.

NORTH CAROLINA PROMOTES, SUPPORTS AND PROTECTS BREASTFEEDING BY FUNDING SIX REGIONAL LACTATION TRAINING CENTERS THROUGHOUT NC.

FROM OUR PARTICIPANTS

"The WIC program gives our business and stores the opportunity to fill a need in our communities by providing supplemental nutritious foods and infant formula for young mothers and families, while providing us with additional customers and sales."

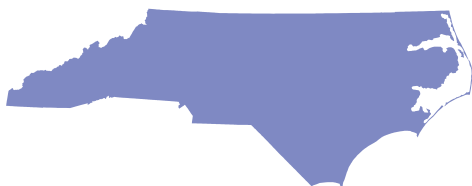
WIC VENDOR, NORTH CAROLINA

"This is one of the most beneficial programs that the state offers. The WIC program encourages and teaches healthy eating habits for our children at a young age and stays with them through adulthood where they can pass it on to their children. With our country's increasing obesity rate... And when we teach our children healthy eating habits it will help with our obesity rate, which will help with doctor visits and the fight against heart disease and that will save our country more money by not having to pay out as much for assistance on medical."

WIC PARTICIPANT, NORTH CAROLINA

WHO PARTICIPATES IN WIC?

North Carolina WIC Participation
FY 2017



Pregnant Women	22,256
Fully Breastfeeding Women	7,170
Total Breastfeeding Women	17,608
Postpartum Women	16,703
Infants	57,560
Children	115,944
Total	230,071
Coverage (% eligible)	51.50%

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.

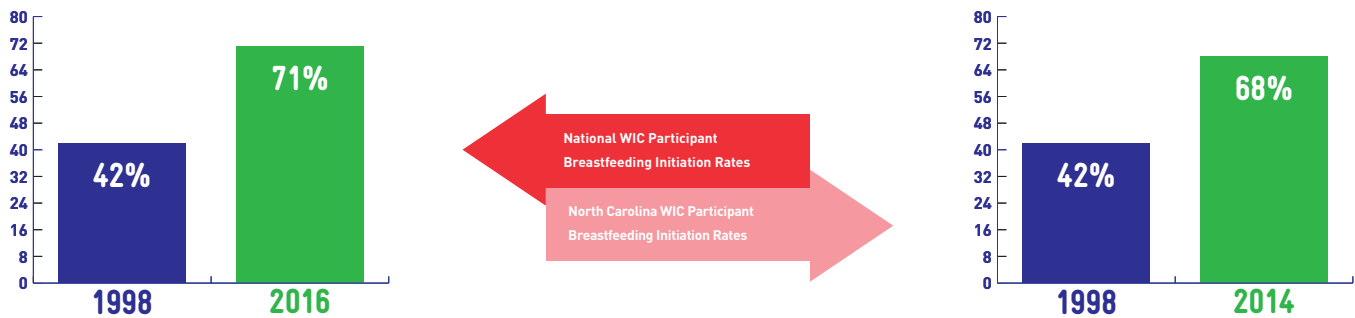
WIC IS EFFICIENT

North Carolina WIC Food and Nutrition Services Benefits FY 2017

Average monthly food value per participant	\$42.95
Net federal food cost	\$118,577,783
Competitive bidding savings	\$55,484,465
Nutrition, client services, and program management	\$54,454,251
Total funds to state	\$228,516,499

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

North Carolina 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

The WIC Program in North Carolina supports the military by locating WIC clinics on bases and having commissaries as approved WIC Vendors. This makes WIC participation convenient for military families. Onslow County Consolidated Human Services Agency has a WIC clinic site at Camp Lejeune. There is detailed information in the NC WIC Program Manual on how to assess the military Leave and Earnings Statement for income eligibility determination.

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