

# Brief Summary of WIC

## Special Supplemental Nutrition Program for Women, Infants and Children

For closest WIC project, call the Maternal and Child Hotline 1-800-722-2295.  
For WIC in WI see [www.dhfs.state.wi.us/wic/](http://www.dhfs.state.wi.us/wic/)

Provides nutrition education, health care referrals, breastfeeding support, and nutritious foods to pregnant and postpartum women, infants, and children up to age 5.

Targets populations living at or below the 185% U.S. Poverty Income Guidelines (family of 4 in WI with a monthly income, before taxes of < \$2,837). Citizenship is NOT a requirement for WIC; parent only needs to be a resident of Wisconsin.

Short-term intervention designed to strengthen families by influencing lifetime nutrition and health behaviors in an at-risk population.

Helps pregnant women have improved birth outcomes and enables parents to feed their children nutritious foods during critical early years of growth and development. (WIC serves >185,000 WI women, infants and children / yr.; in 1998 WIC served 90% of the minority birth to age 5 population and nearly 40% of all WI children < age 5.)

WIC is cost-effective; a General Accounting Office study showed that the provision of WIC benefits to pregnant women has a cost-benefit ratio of 3:1 (saves \$3 of Medicaid monies for every \$1 spent on WIC).