A Premier Public Health Nutrition Program

Jacqueline Boras, Director, Maryland WIC
Established in 1972 in response to the White House Conference on Food, Nutrition and Health that cited, “Hunger and malnutrition constitute a national emergency which requires an immediacy of response...”
- Medicaid $ savings
- Decreased infant mortality
- Improved birth outcomes
- Increase in breastfeeding incidence and duration
- Contribution to local economy

WIC benefits everyone!
Nationwide, over half of all infants, and one quarter of children, ages 1-4, are on WIC.

Average Maryland FFY Participation:

- **Infants**: WIC, 52% (48% Non-WIC)
- **Children**: WIC, 25% (75% Non-WIC)

Bar chart showing participation numbers:
- 1996: 87,961
- 2009: 146,412
- 2012: 146,201
• WIC is not an entitlement program
  • Congress does **not** set aside funds to allow every eligible individual to participate in the program

• WIC is a Federal grant program
  • Congress authorizes a specific amount of funds each year for the program
WIC Funds Allocation

Nutrition education, breastfeeding support, health screenings and referrals
The Challenges
More Challenges
Maryland WIC Strategies
Changes to WIC Authorized Foods
Maryland WIC & EBT

• Benefits:
  • Replaces paper checks
  • Convenient and easy to use
  • Participants don’t have to purchase all of their WIC food benefits at one time
  • The receipt given at the end of shopping shows the remaining WIC food benefit balance

• Feasibility study - complete
• Implementation plan - in draft
• Pilot - 2015
1 Year Certification
Be a voice for WIC

- Find out all that WIC has to offer!
  www.mdwic.org
- Speak out on behalf of WIC
- Advocate for program funding
  www.nwica.org

Reach one, teach one...
Teach one, reach one