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Oklahoma WIC Program

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Background and History of WIC

- Special Supplemental Nutrition Program for Women, Infants and Children (aka WIC)
- Began in 1974 due to the rising levels of food insecurity, poverty and malnutrition in the late 1960s
- Focus on pregnant women, infants, and children
 - Due to detrimental impacts on their health and well-being
 - i.e., higher incidence of developmental delays, low birthweight, preterm births, maternal and infant mortality



Purpose of WIC

- First “Food as Medicine” program
- Improve health outcomes
- Promote healthy eating habits
- Prevent nutrition-related health issues among vulnerable populations

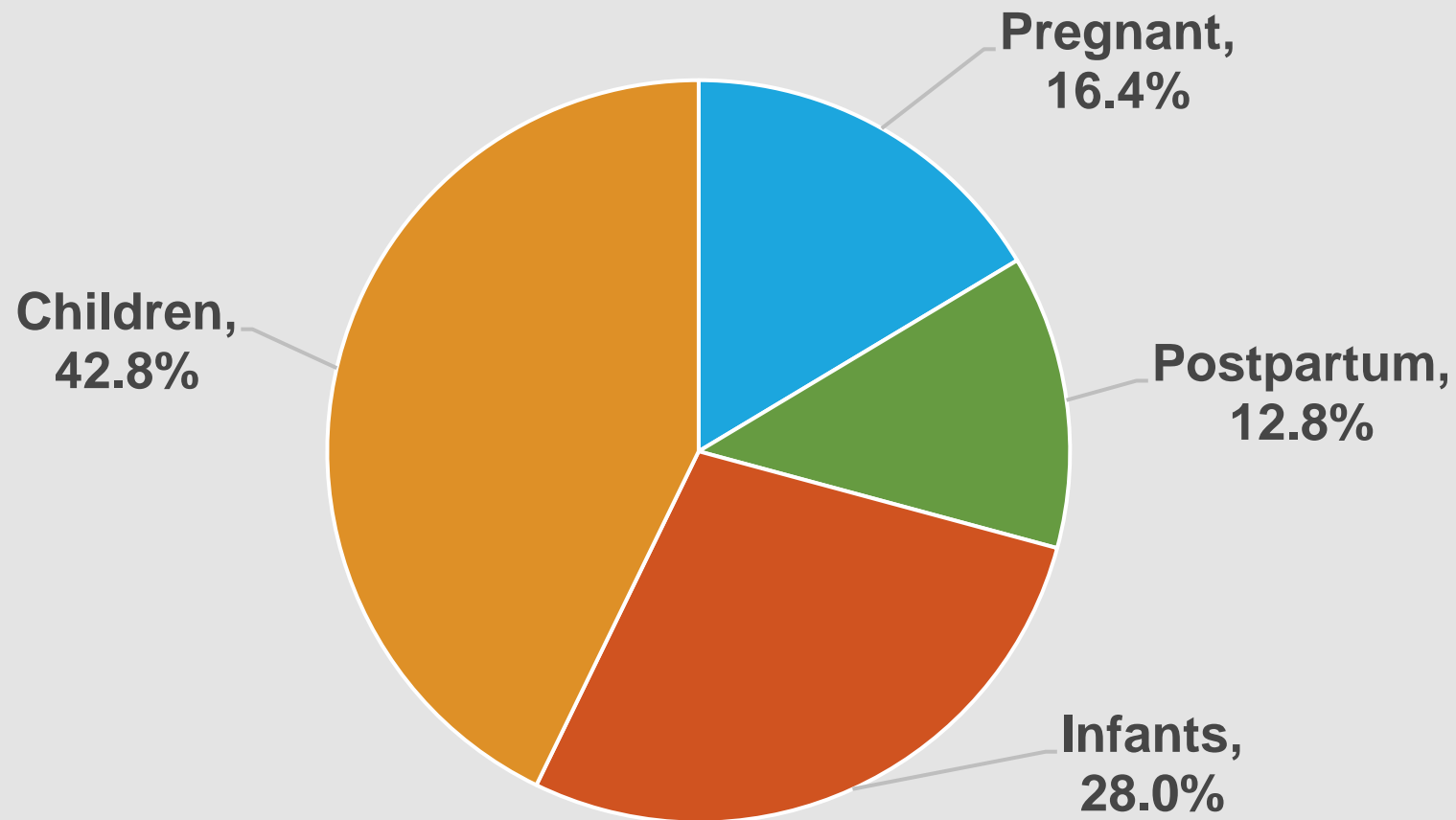


WIC Program Eligibility

- Time limited program for Oklahomans who are:
 - Pregnant, postpartum, infant or child (ages 1-5)
- Income guidelines (185% of poverty level)
 - Household income (i.e., household of 4 = \$57,720/annually)
 - Automatically income eligible if qualify for SoonerCare, SNAP, or TANF
- Must be at nutritional risk



**WIC
SERVES
70,000
monthly**



WIC Provides

Supplemental Nutritious Foods to Supply Essential Nutrients

- Iron (i.e., beans, peanut butter, enriched whole grains)
- Calcium & vitamin D foods (i.e., milk, cheese, yogurt)
- Vitamin A (i.e., fruits, vegetables, juice, eggs)
- Vitamin C (i.e., fruits vegetables, juice)
- Fiber (i.e., fruits, vegetables, enriched whole grains)

Supplemental Infant Formula

- Iron fortified infant formula is provided based on need.



WIC Provides

Nutrition Education

- Helps connect the dots between health, growth and development; leading to lasting lifestyle changes
- No cost to participants
- WIC Nutritionists

Breastfeeding Support

- Nation's largest coordinated breastfeeding support program
- Expert Lactation Assistance (Certified Lactation Consultants & Specialists)
- Breast Pumps and Breastfeeding Supplies

Screenings and Referrals



WIC Works

Reduce food insecurity

- Reduction of household food insecurity by 20%.
- Safety net for 136,000 Oklahomans through 108 WIC clinics.

Improve health outcomes

- Prenatal enrollment increases infant health care utilization.
- Improves birth outcomes, longer pregnancies, fewer preterm and LBW infants and lower infant mortality.

Alleviate poverty

- Reduces early childhood adversity to strengthen physical and mental health, improve education achievement, economic productivity, health and longevity.

Support economic stability

- OK WIC participants spent over \$15 million in grocery stores on F/V alone.
- Every dollar spent reduces Medicaid costs by \$3.13.



References: https://frac.org/wp-content/uploads/frac_brief_wic_critical_economic_nutrition_health_support.pdf
<https://www.nwica.org/economic-value-of-wic-participation>



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