

The History and Changes of the WIC Program

Nutrition Education and Breastfeeding Promotion and Support

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United States
Department of
Agriculture

USDA Food and Nutrition Service



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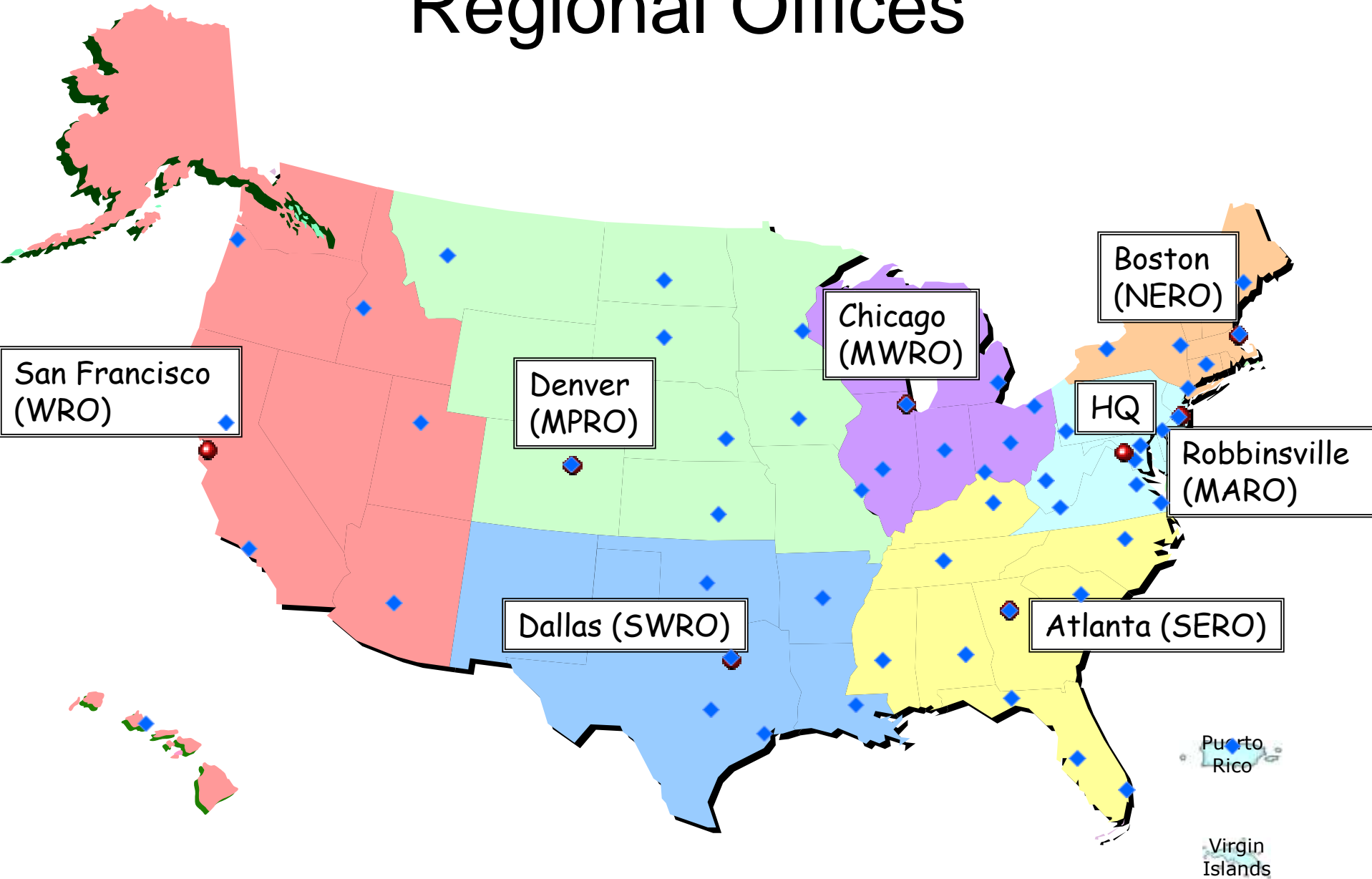


Debbie Whitford



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FNS Regional Offices



WIC Program Administration

- WIC is a discretionary program
- Congress appropriated \$6.7 billion for WIC in FY 2014
- Funds are provided to States as grants



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FNS and NWA Partnership

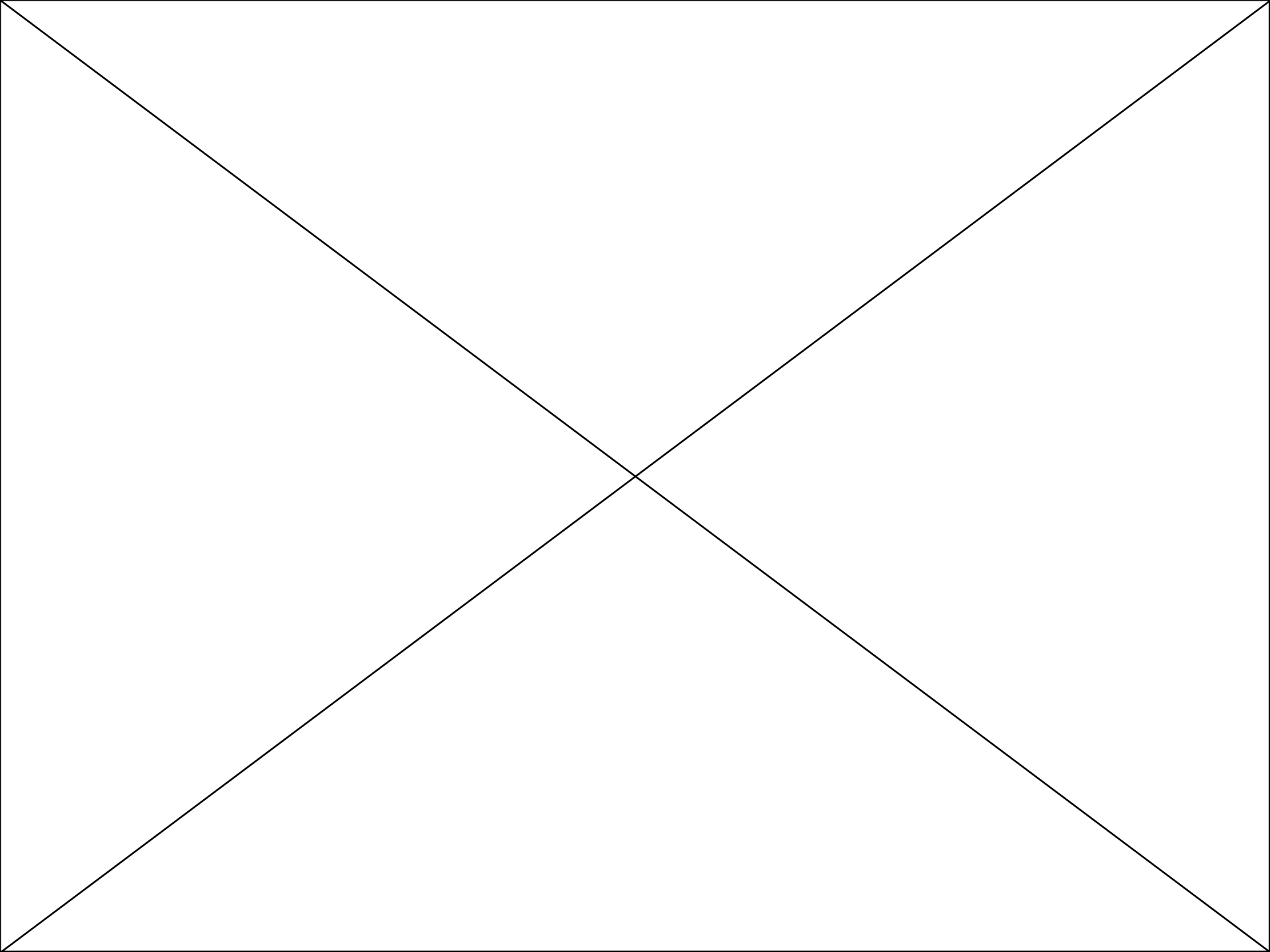
- **WIC Mission Statement:** To safeguard the health of low-income women, infants, and children up to age 5 who are at nutrition risk by providing nutritious foods to supplement diets, information on healthy eating, and referrals to health care.
- **NWA's Mission Statement:** to inspire and empower the WIC community to advocate for and promote quality nutrition services for all eligible mothers and young children and assure effective management of WIC.



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WIC Beginnings





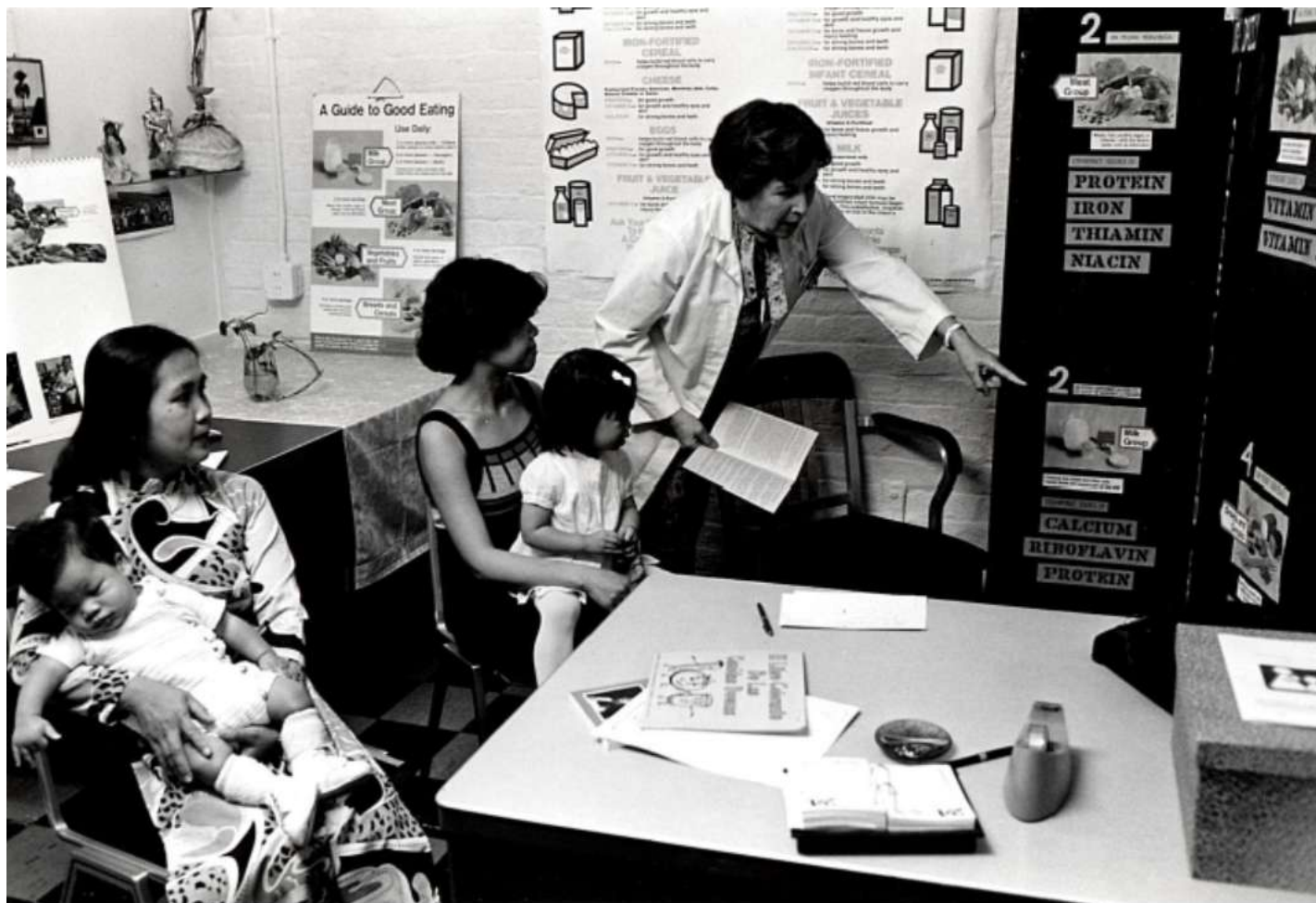


Legislative Highlights



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Nutrition Education Beginning



Nutrition Education Beginning



WIC Nutrition Education Studies



Early WIC Nutrition Education Resources



WIC Focus on Management Initiative

1986 - Established the WIC Nutrition Services Committee to draft first WIC Nutrition Services Standards

1988 – 12 Nutrition Service Standards developed.
Accompanying document - *Ensuring the quality of nutrition services in the WIC Program*



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Revitalizing Quality Nutrition Services (RQNS)

**“Nutrition is
Everyone’s Business
in WIC.”**



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Nutrition Services Standards



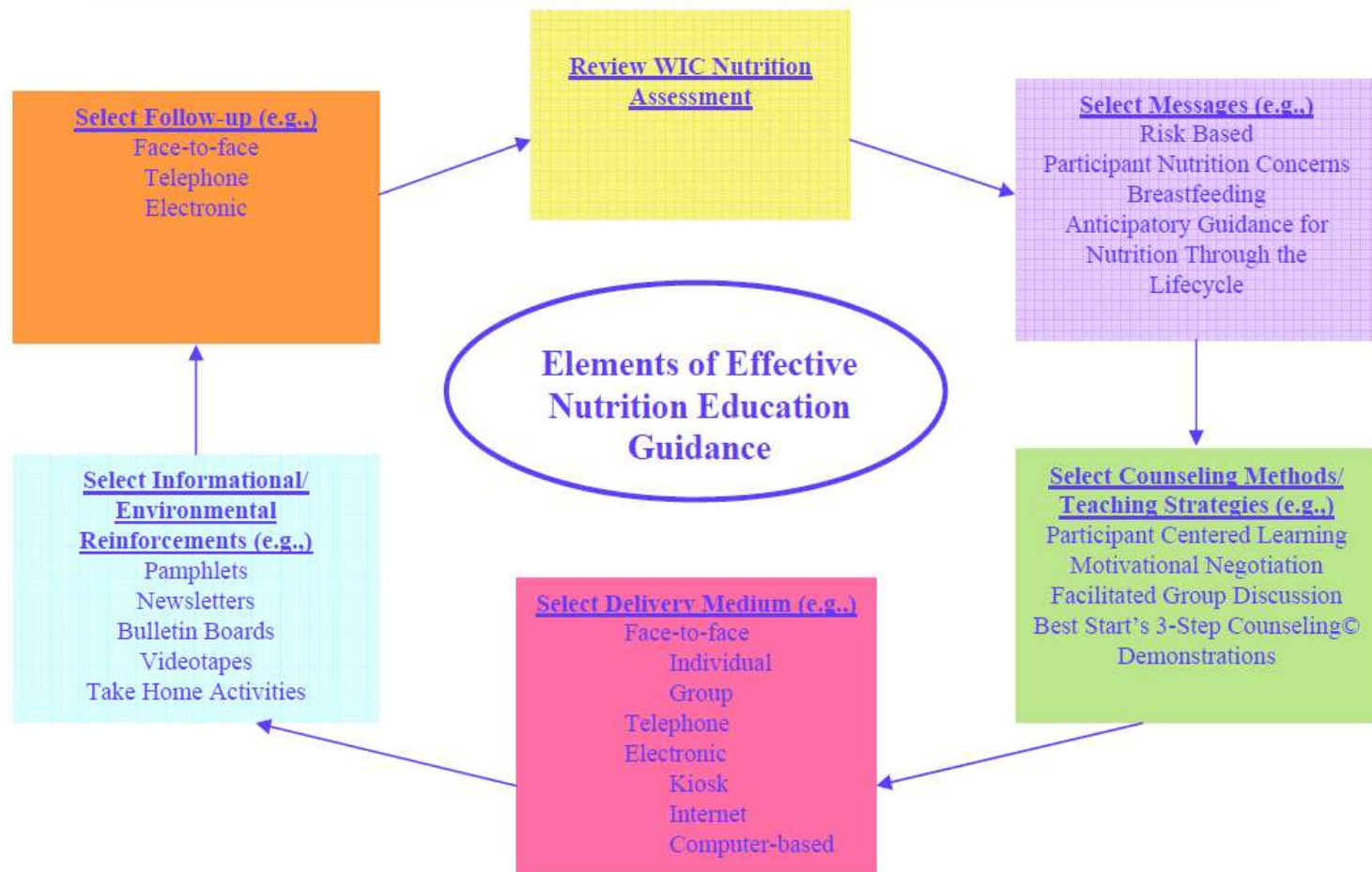
The standards cover all aspects of providing quality nutrition services in the WIC Program and ensure that the three benefits of WIC — providing nutritious supplemental food, offering nutrition education, and serving as an adjunct to good health care — are fulfilled.



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Nutrition Education Guidance

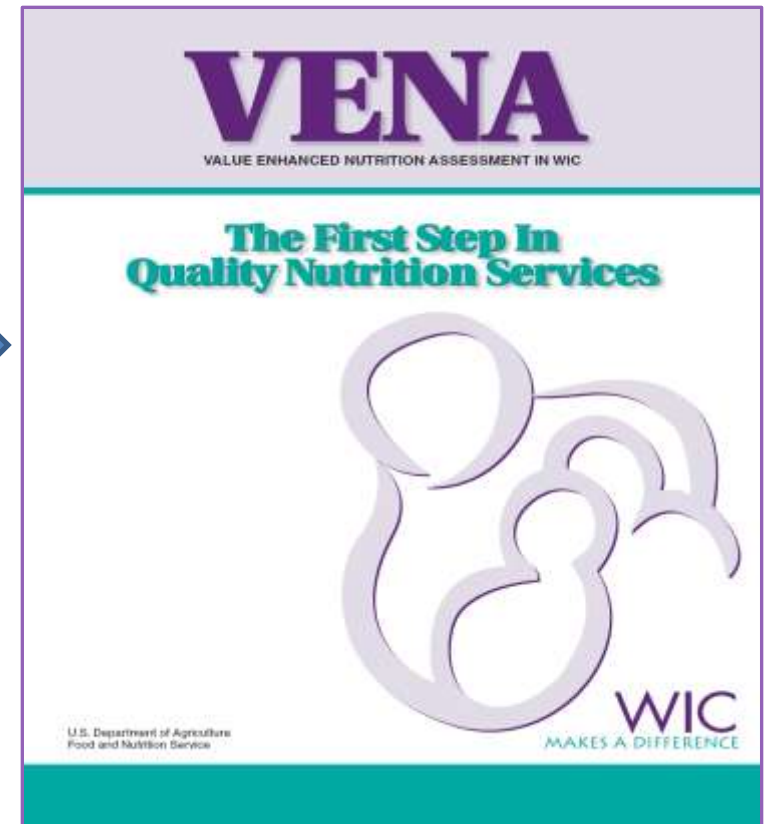
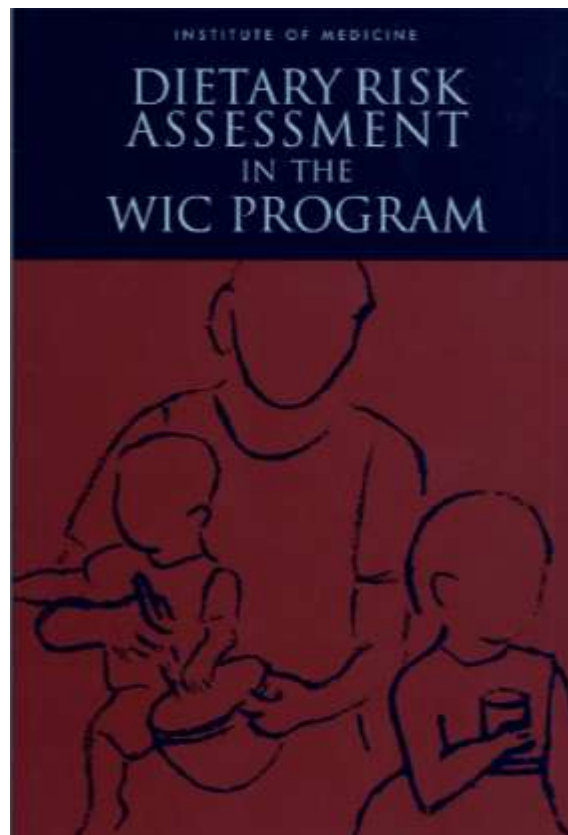
Figure 1: Process of Delivering Effective Nutrition Education in WIC



VENA

Value Enhanced Nutrition Assessment

As of October 1, 2009, all State agencies had implemented VENA.





VENA online

www.nal.usda.gov/Assessment_VENA.html



WIC Works Resource System



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- Breastfeeding
- Infants
- Children
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- Nutrition Education
- Nutrition Services Standards
- Food Packages

Home



**New Version of How WIC
Helps Now Available**



**Substance Use Prevention:
Screening, Education and
Referral Resource Guide for
Local WIC Agencies**



**Loving Support© Through
Peer Counseling: A Journey
Together**



**WIC Learning Online
Budgeting Course**



Nutrition and Health Blogs

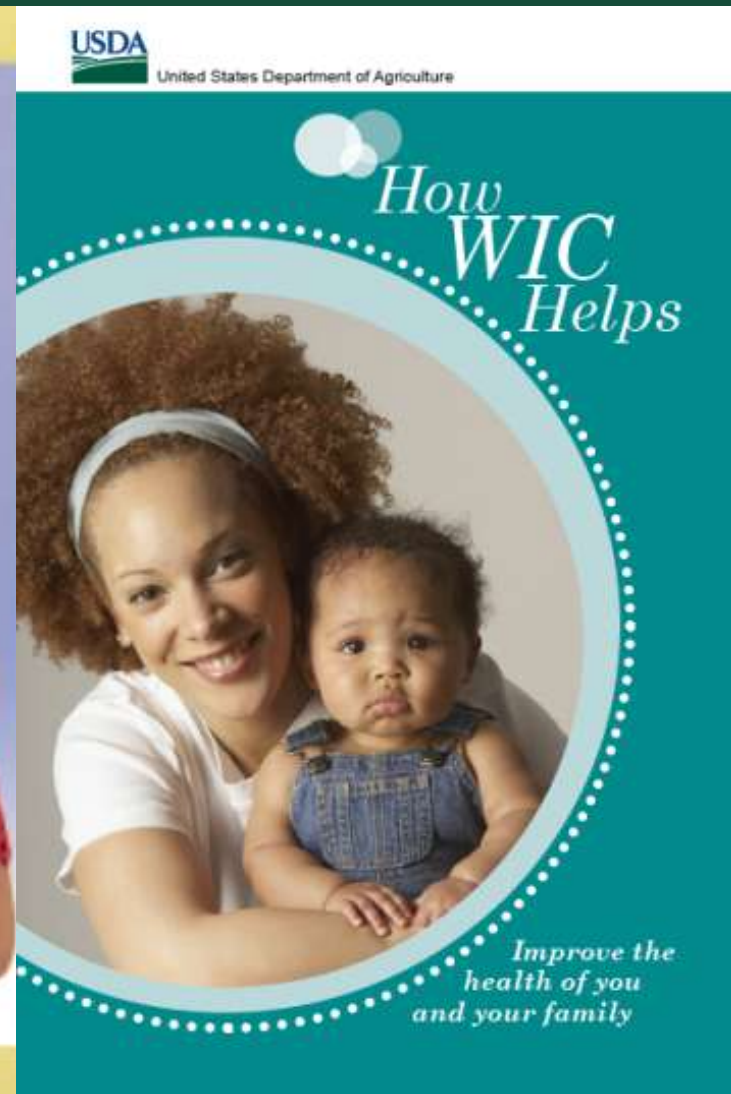
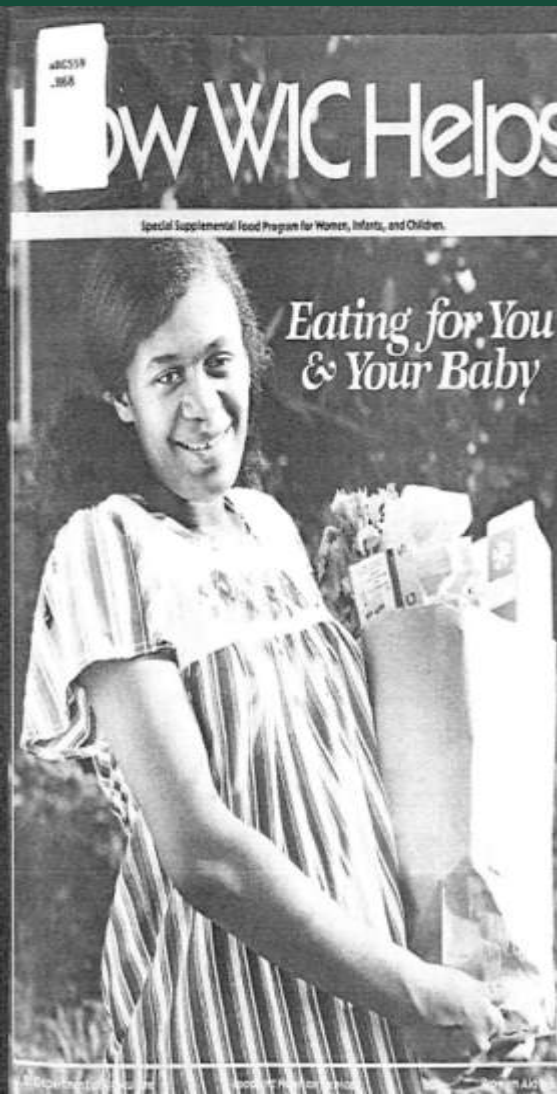


**Updated WIC Nutrition
Services Standards**

I Want To

- Take online training
- Print growth charts
- Download images
- Find participant resources
- Order free publications
- View outreach mailings
- Find events

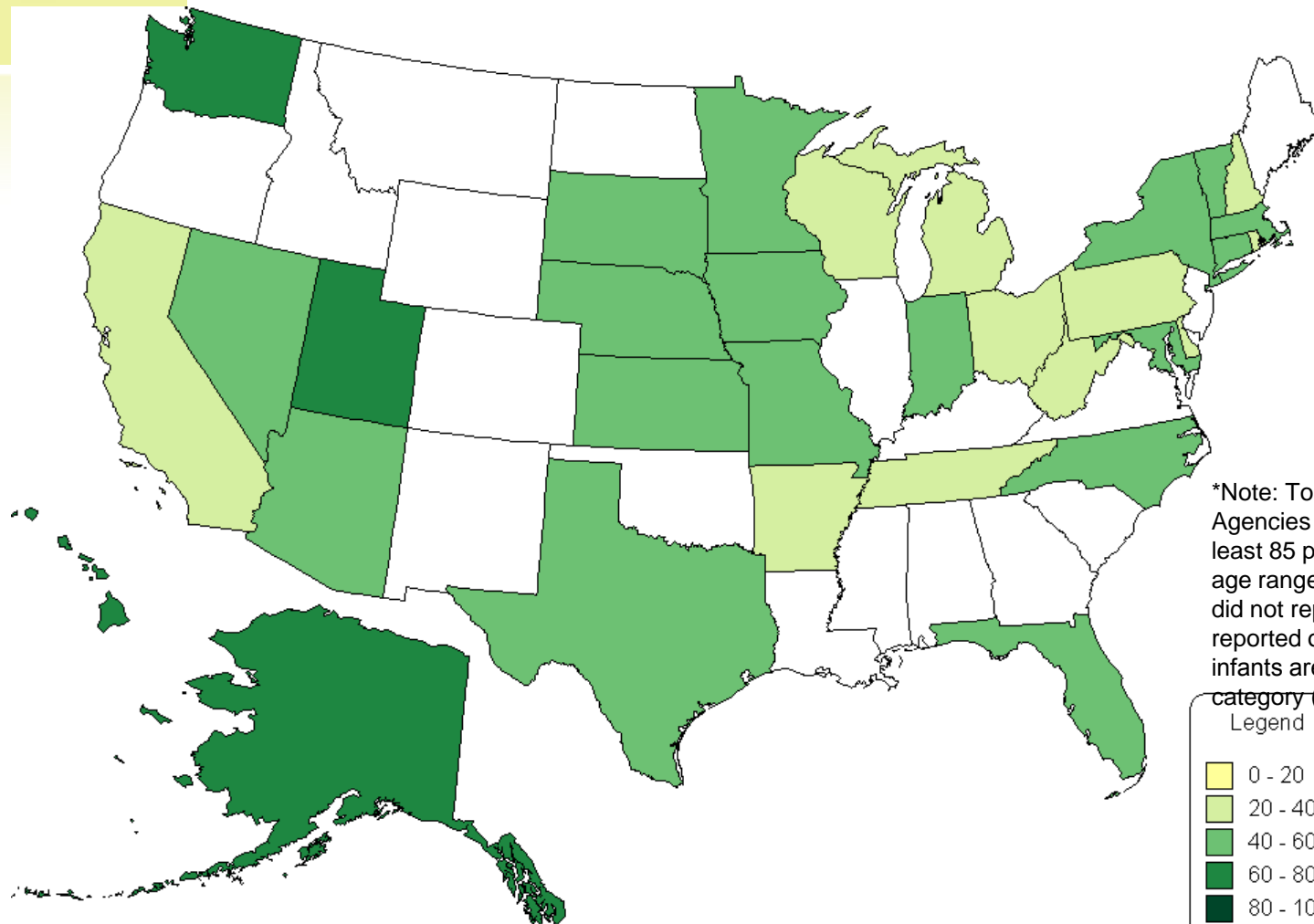
WIC Publications



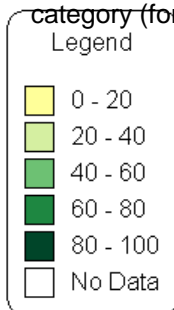
Breastfeeding Promotion and Support Beginnings



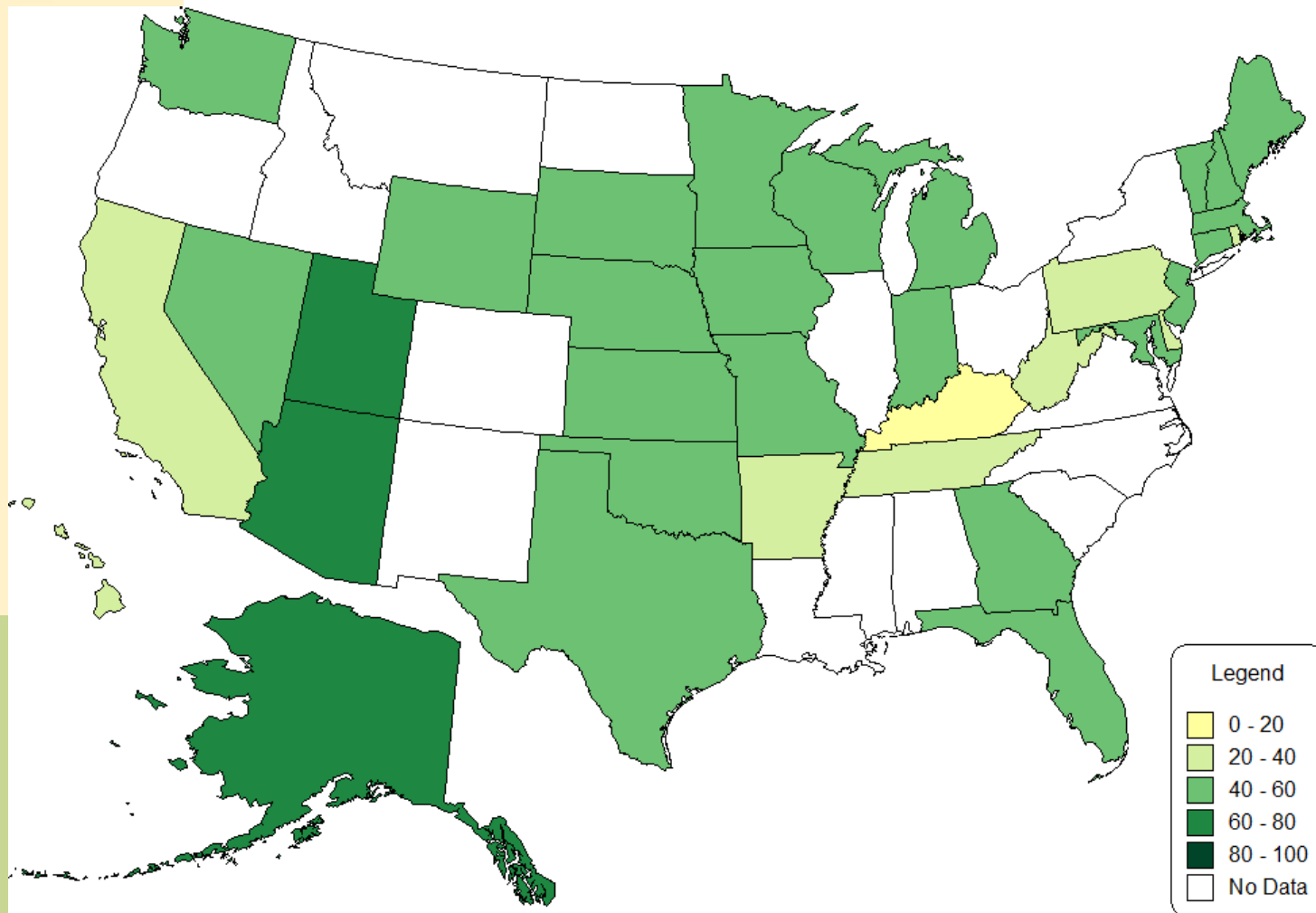
WIC Breastfeeding Initiation Rates 1998



*Note: To be included, the State Agencies had to report on at least 85 percent of infants in the age range. State agencies that did not report and those that reported on <85 percent of infants are in the "No Data" category (for all maps).



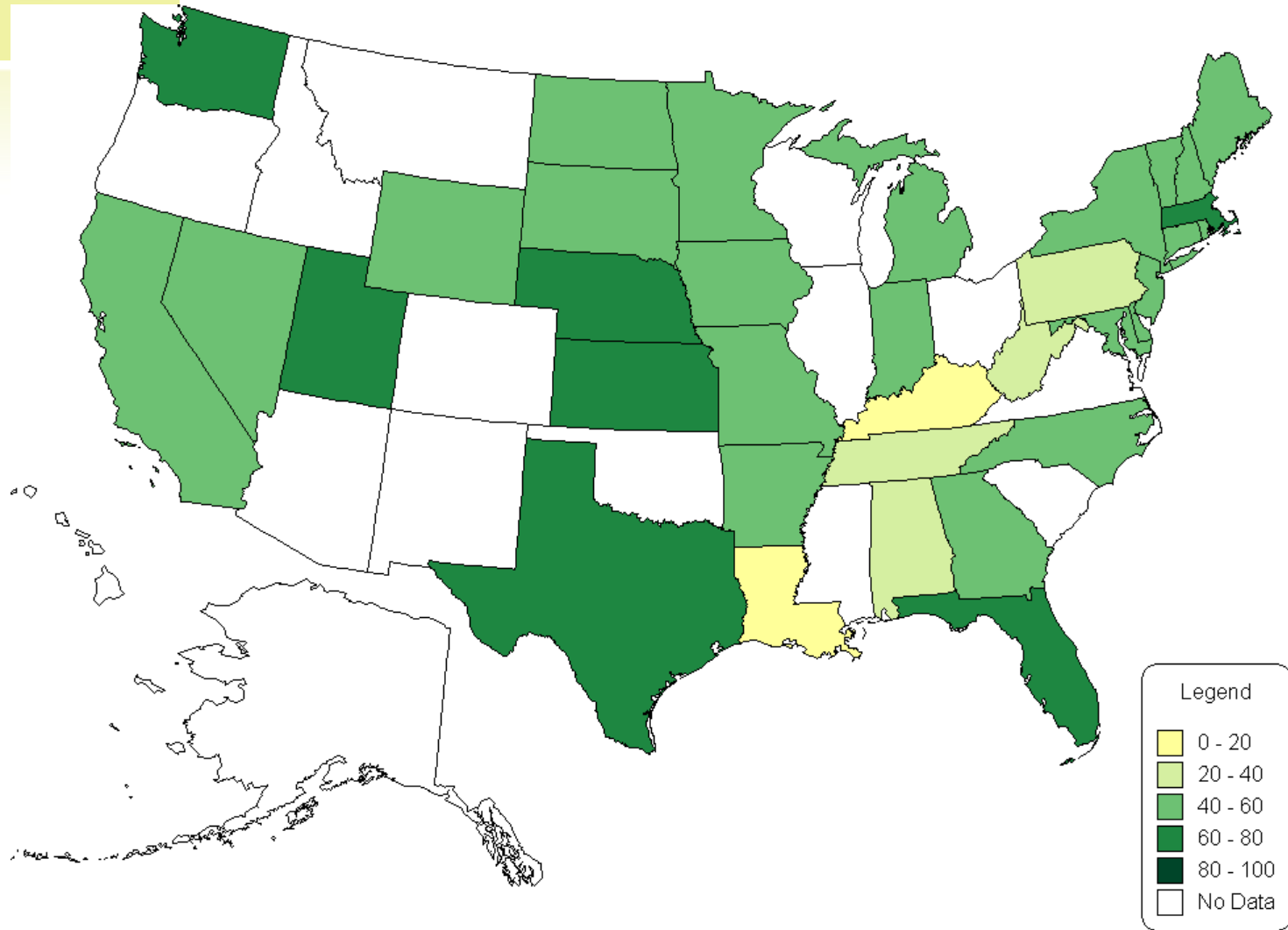
WIC Breastfeeding Initiation Rates 2000



Legend

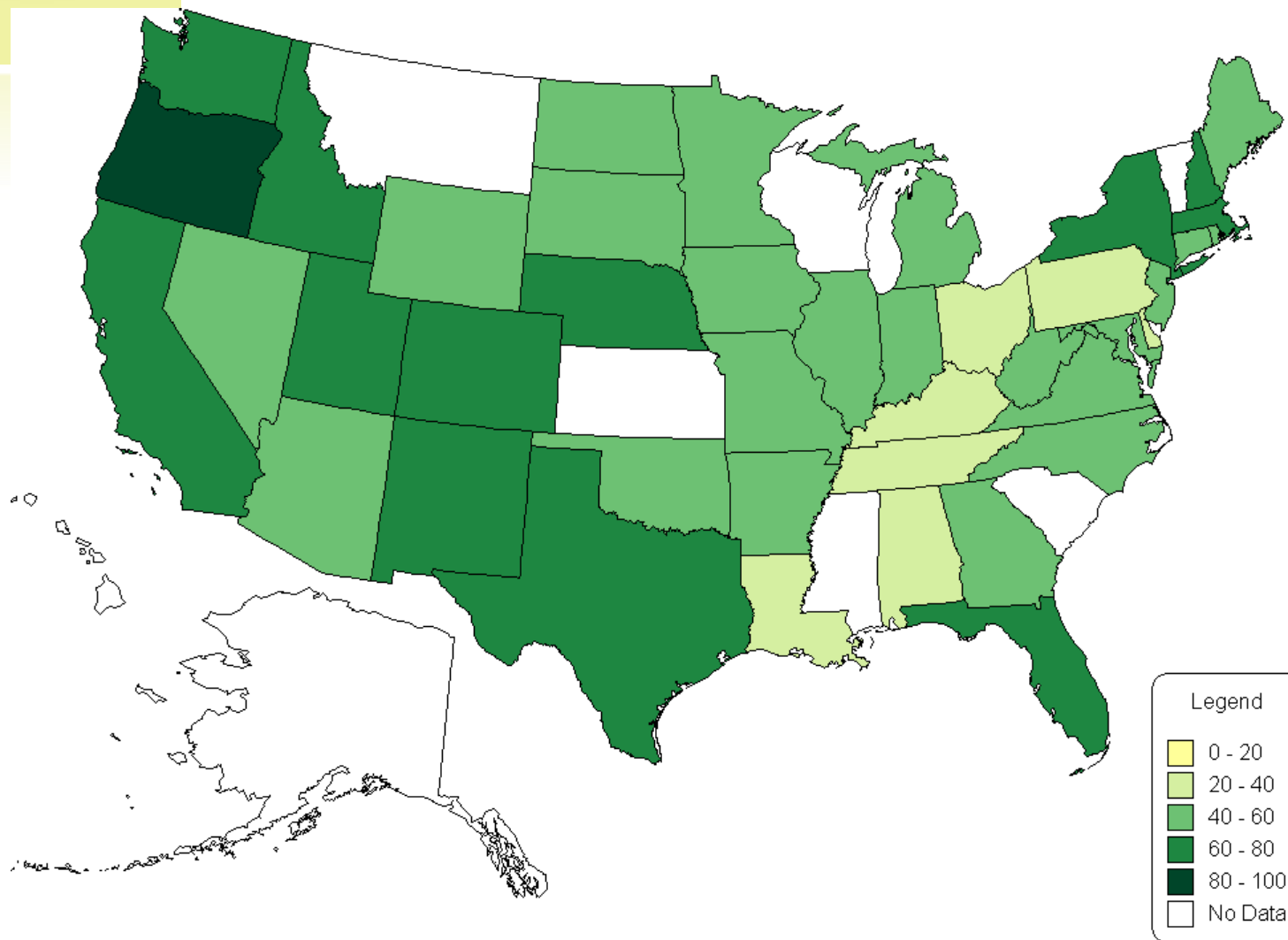
- 0 - 20
- 20 - 40
- 40 - 60
- 60 - 80
- 80 - 100
- No Data

WIC Breastfeeding Initiation Rates 2002



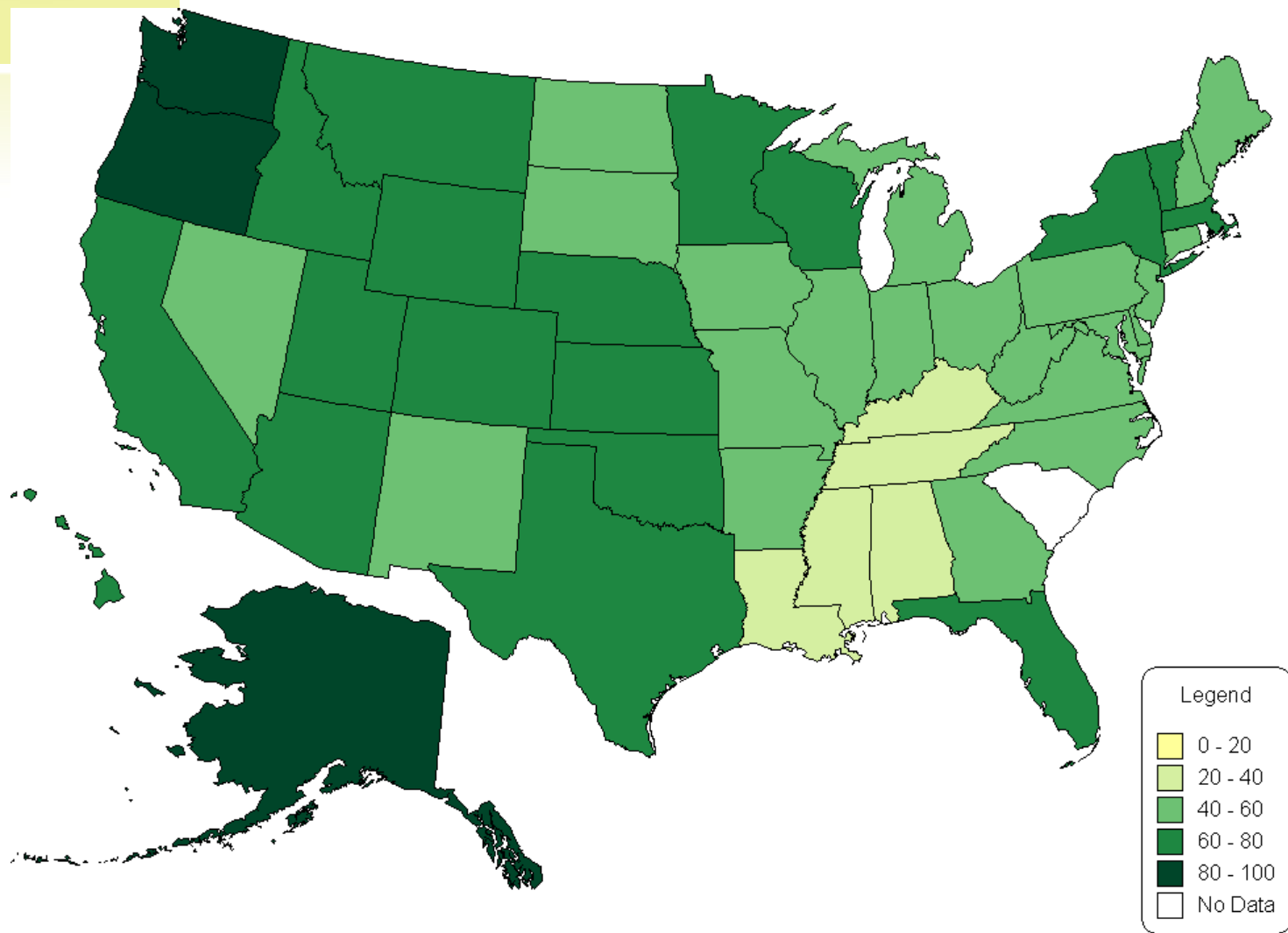


WIC Breastfeeding Initiation Rates 2004



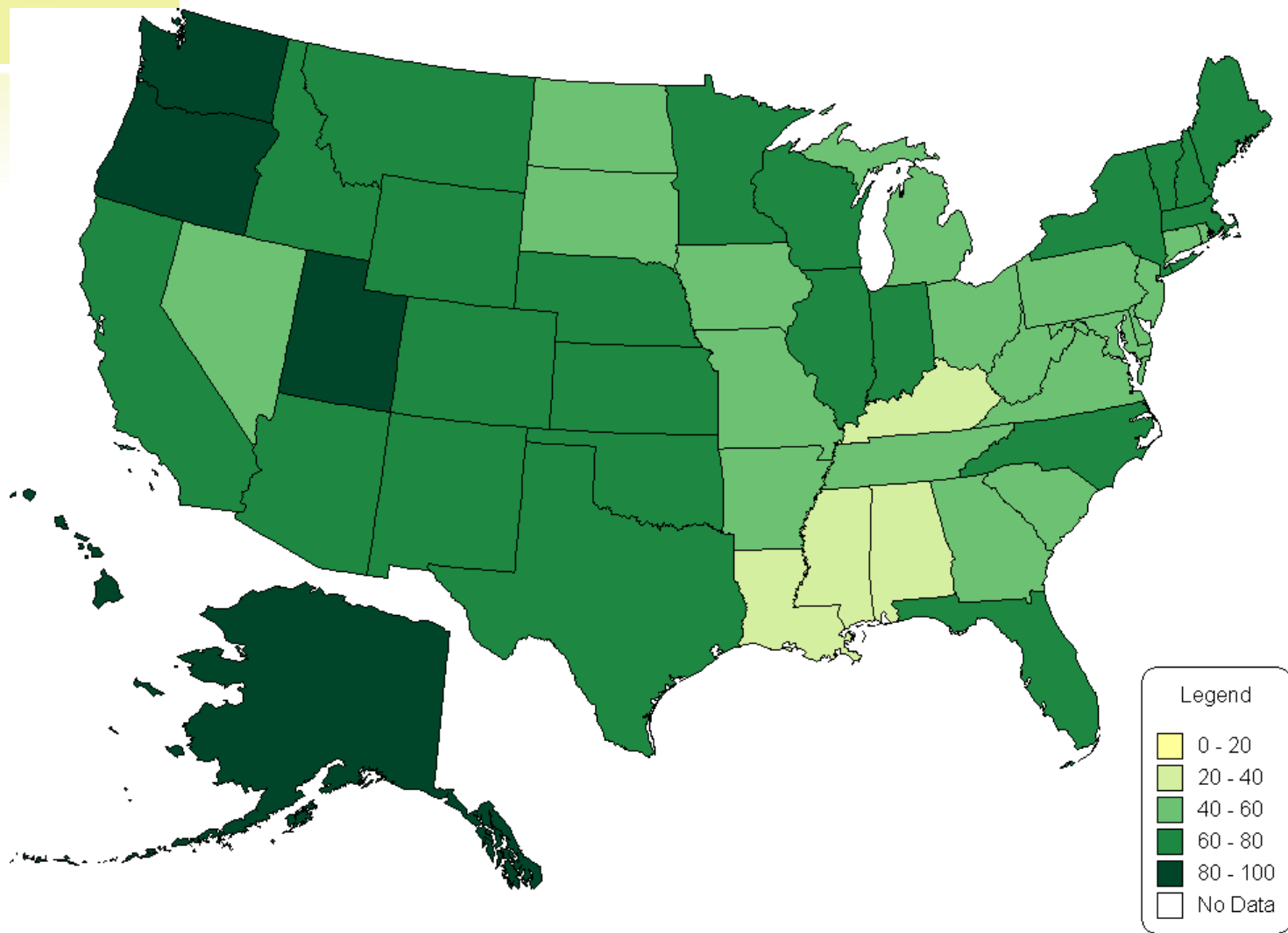


WIC Breastfeeding Initiation Rates 2006



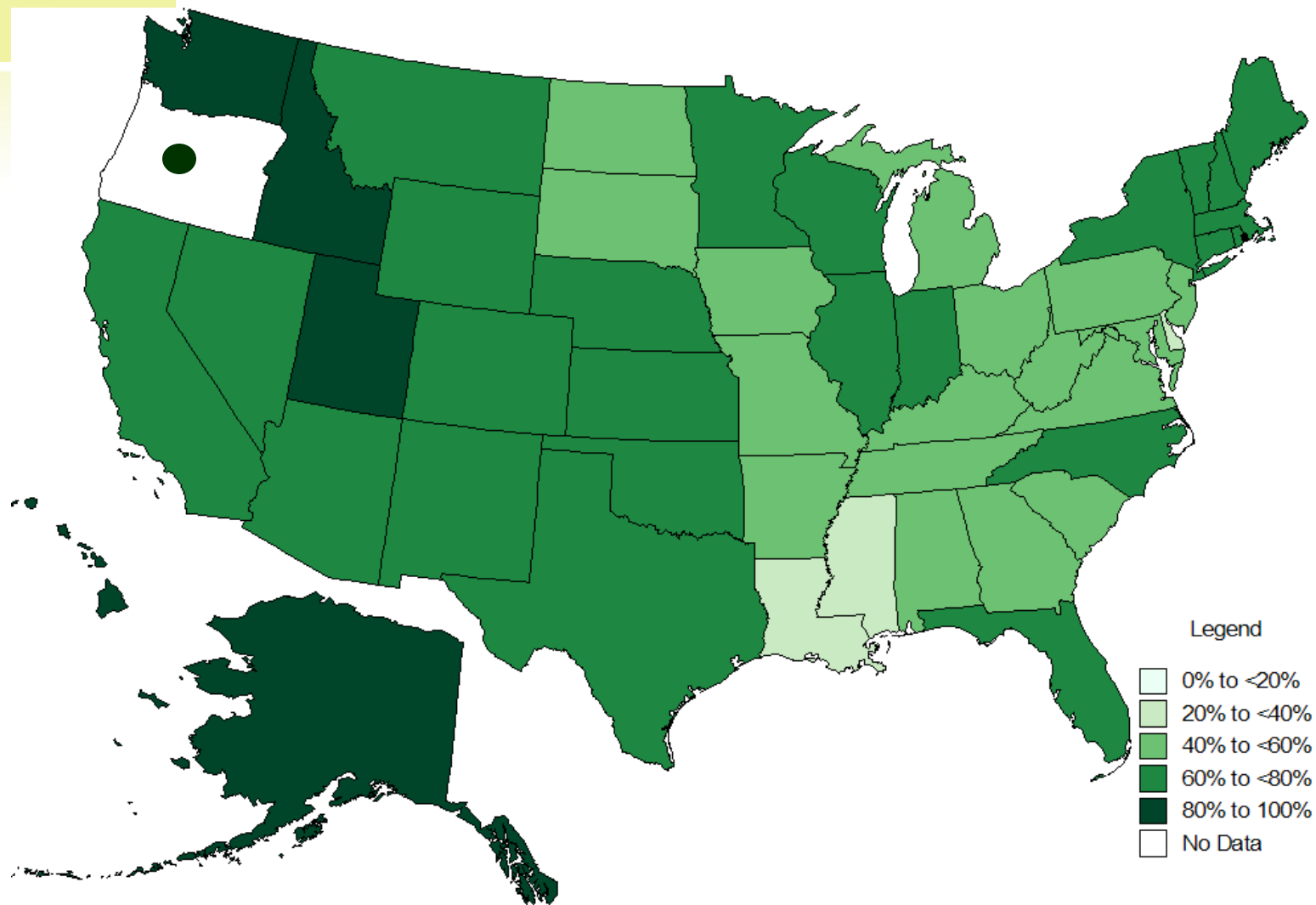


WIC Breastfeeding Initiation Rates 2008



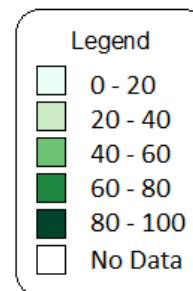
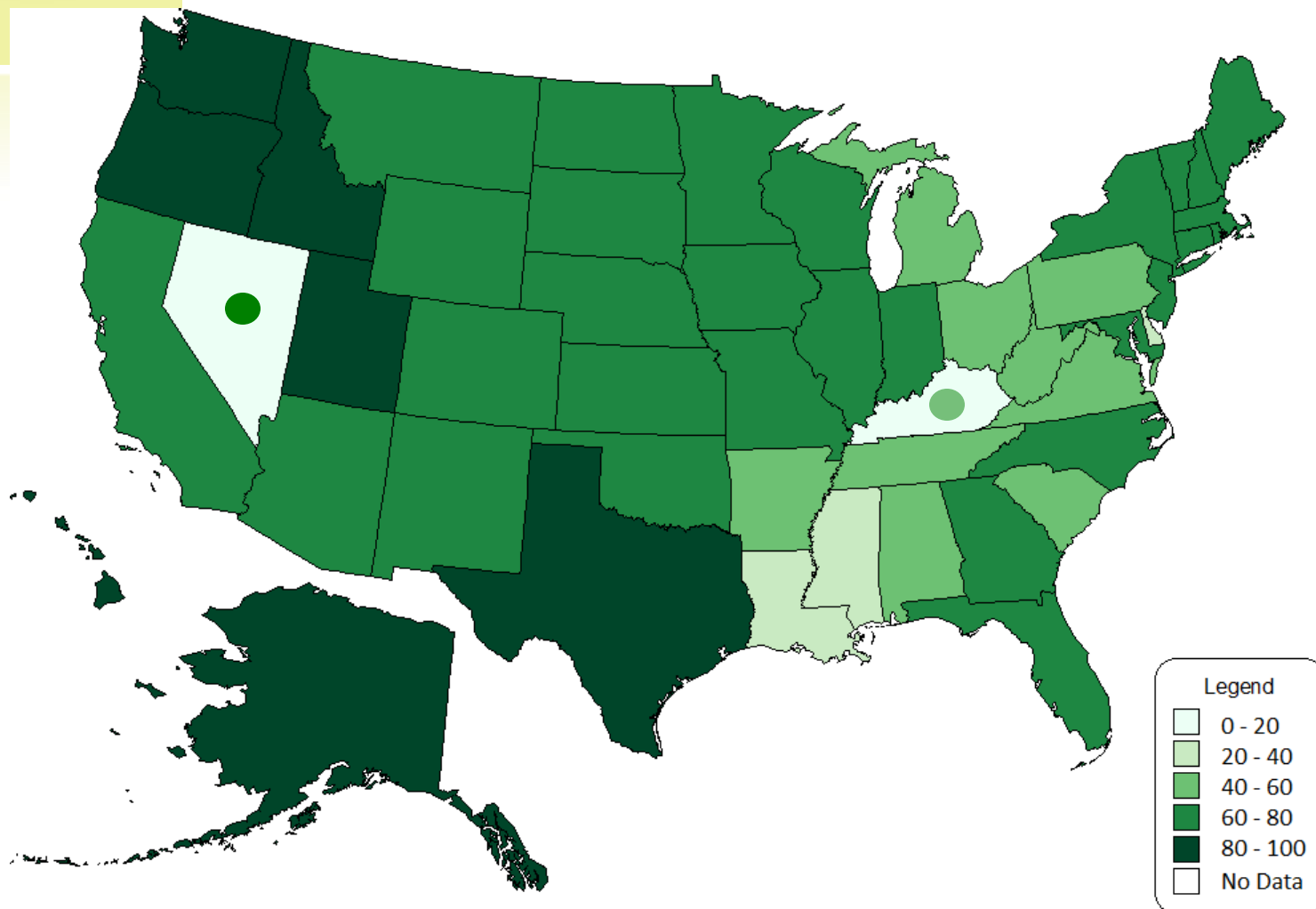


WIC Breastfeeding Initiation Rates 2010





WIC Breastfeeding Initiation Rates 2012



USDA National Breastfeeding Campaign

1997



2014



loving support.

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MAKES BREASTFEEDING WORK


- 1990 – National Breastfeeding Promotion Campaign proposed at 1st Breastfeeding Promotion Consortium
- 1991 – Technical Consultant Group
- 1992 P.L. 102-342 -Required the Secretary of Agriculture to establish a national breastfeeding promotion program to promote breastfeeding as the best method of infant nutrition, foster wider public acceptance of breastfeeding in the United States, and assist in the distribution of breastfeeding equipment to breastfeeding women.



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Give a breastfeeding
mom your loving support

loving  support
helps breastfeeding work

1-877-214-BABY toll-free

EST.
1918

Louisiana
SUPERDOME

loving  support
helps breastfeeding work

1-800-251-BABY

Bud
KING OF BEERS

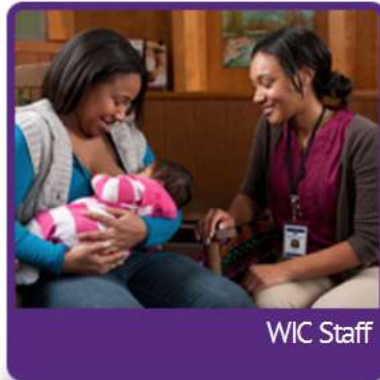
ALLTEL

Coca-Cola



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WIC Staff



Moms



Community
Partners



Family & Friends

<http://lovingsupport.nal.usda.gov>

Peer Counseling in WIC



- \$60 million for peer counseling in FY 2014
- “Using Loving Support to Manage Peer Counseling Programs” and “Loving Support Through Peer Counseling”



PEER COUNSELING:
MAKING A DIFFERENCE FOR WIC FAMILIES

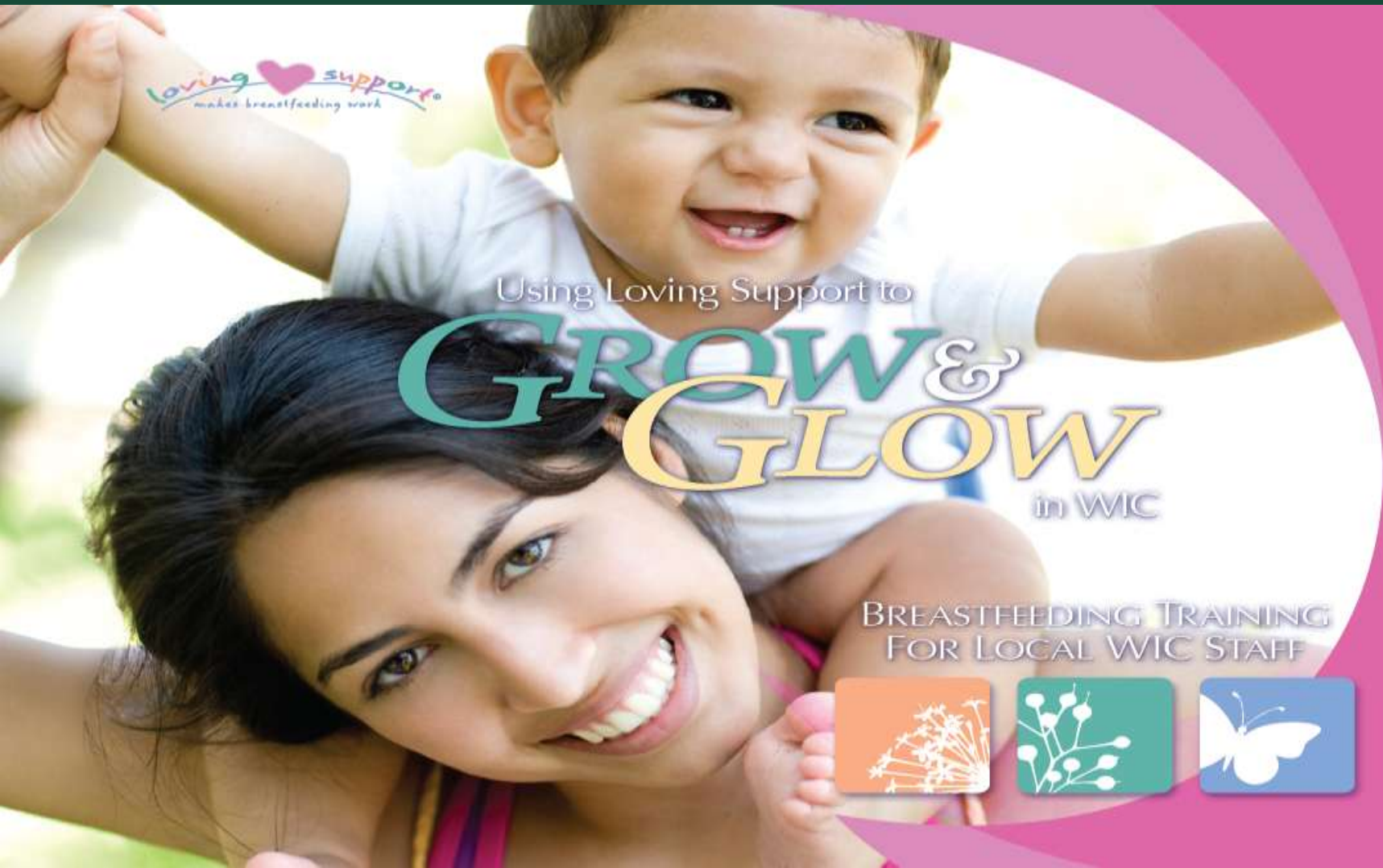
Loving Support® Through Peer Counseling

A JOURNEY TOGETHER



Loving  *Support*
makes breastfeeding work

Breastfeeding Training for Local WIC Staff



Breastfeeding Performance Bonuses

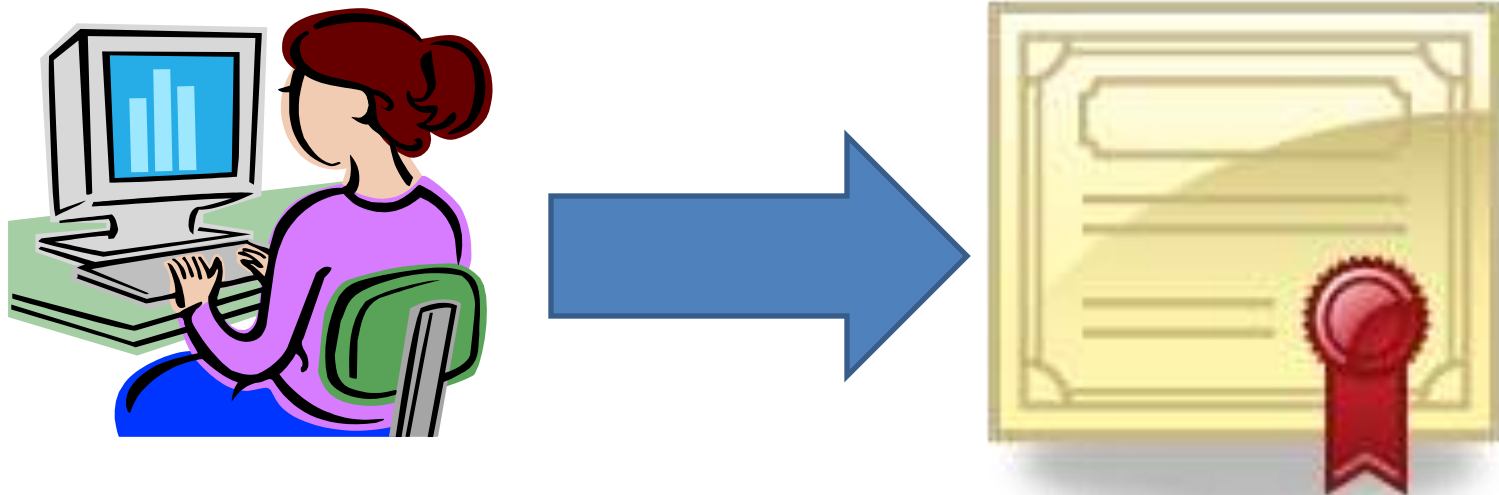


- Two categories recognized:
 - Greatest Improvement
 - Highest Rate
- Bonuses can be used for a wide range of projects.



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Loving Support Award of Excellence



- An award program to recognize exemplary local WIC breastfeeding programs, provide models to motivate other agencies to strengthen their breastfeeding promotion and support activities, and ultimately increase breastfeeding initiation and duration rates among WIC participants.



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WIC Today

