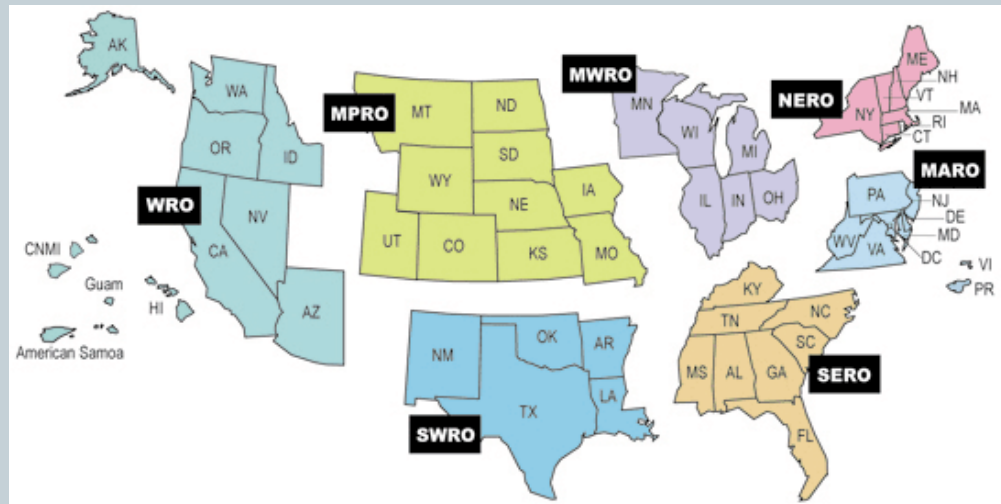


WIC: MIDWEST REGIONAL BRIEFING



MONDAY, MARCH 9TH 2015
CAPITOL VISITOR CENTER



4 Pillars of WIC Service



**Nutrition
Education**

**Breastfeeding
Promotion
and Support**

**Referrals to
Healthcare
and Social
Services**

**Nutritious
Food Package**

3 Policy Areas



**WIC Food
Packages**

**Annual
Appropriations**

**Child Nutrition
Reauthorization**

2 Main Impacts

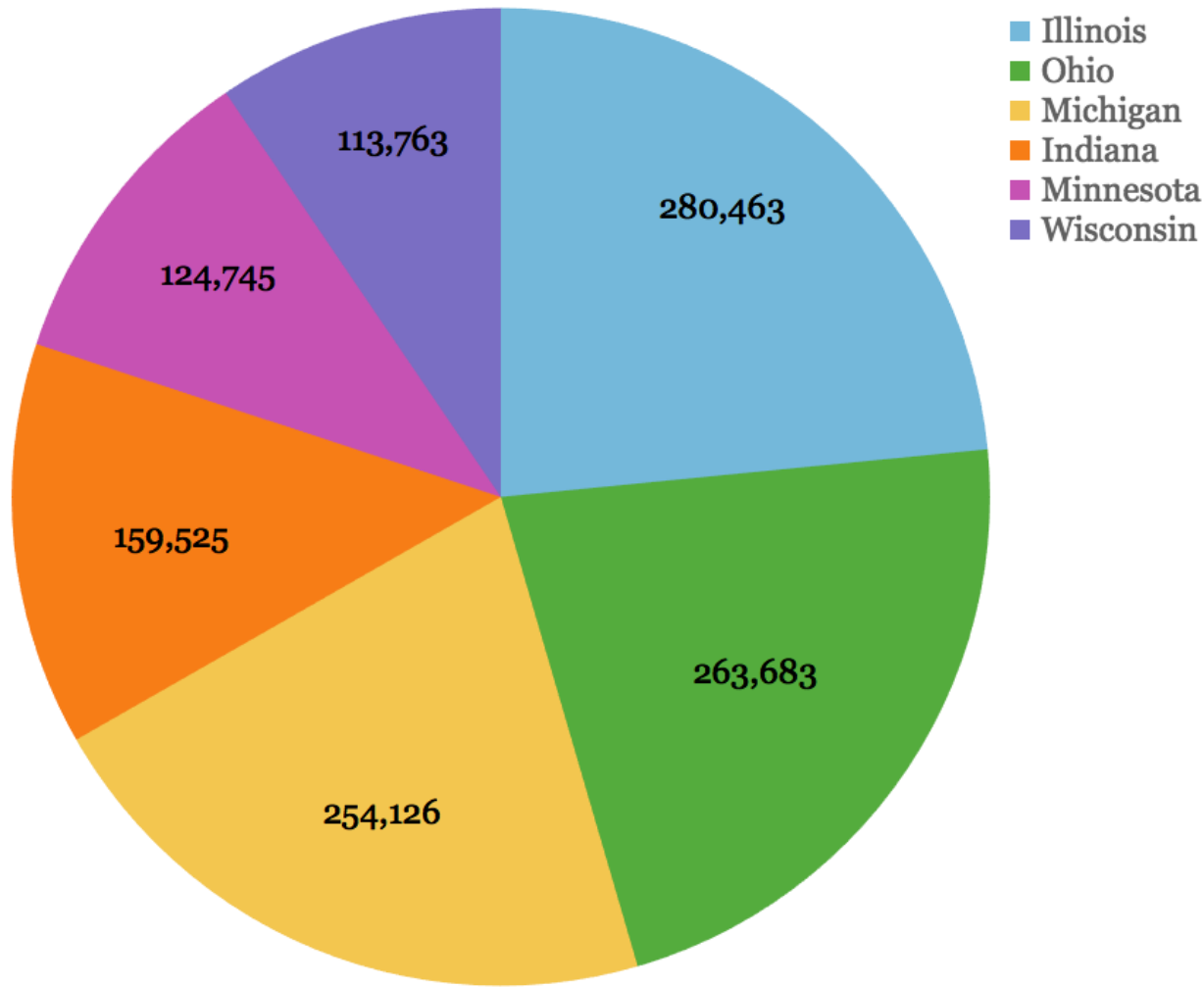


**1. Improves
Health
outcomes**

**2. Decreases
Healthcare
costs**



Average monthly total participation (FY2013)



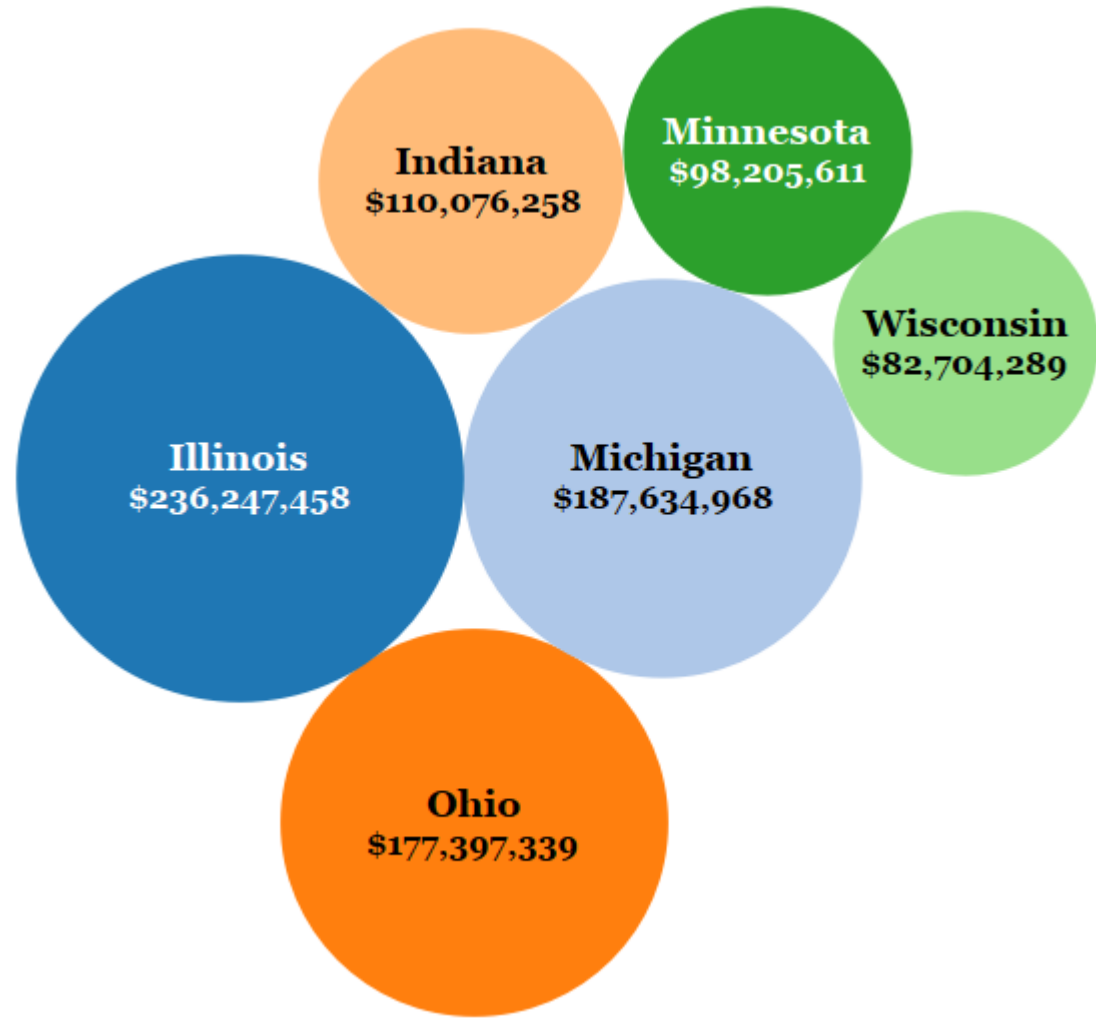
Total monthly participation for the region: **1,196,304.**

Total monthly participation for the USA: **8, 663,805.**

14% of WIC participants live in the Midwest.

In-State Spending (FY2013)

- Total spend in the region:
\$892,265,923



Breastfeeding rates: Great progress

% increase in
breastfeeding rate
between 1998 and
2012

Wisconsin	40%
Illinois	33%
Minnesota	30%
Indiana	26%
Michigan	22%
Ohio	21%

Source: USDA 2012 WIC Participant
and Program Characteristics (PC)
Report.



OHIO



INDIANA: Mentoring WIC Health Professionals



- **WIC HEALTH PROFESSIONALS IN BREASTFEEDING**
- **WIC STAFF TO BECOME IBCLC**
(INTERNATIONAL BOARD CERTIFIED LACTATION CONSULTANT)
- **DIETETIC STUDENTS**
- **WIC CLIENTS AND PEER COUNSELORS**

Indiana WIC and Breastfeeding



- **State Breastfeeding Committee – local agency leaders in breastfeeding**
 1. Encouraged professional lactation training for all nutritionist, nurses peer counselors
 2. All staff trained in breastfeeding
 3. Indiana has offered breastfeeding trainings regularly
 4. Indiana started Midwest regional breastfeeding trainings with WIC Operational Grants

Tippecanoe County WIC



- Made breastfeeding a priority
- The office culture is about supporting breastfeeding, everyone develops a comfort level with breastfeeding
- All CPAs' attend a 5 day breastfeeding training in the 1st year
- In the last 20 years – 11 staff member have become International Board Certified Lactation Consultants (IBCLC) , 2 more are working on becoming an IBCLC

Mentoring Dietetic Students



- Tippecanoe County is the home of Purdue University
- Called on to work with students including Dietetic students
- 2005 Indiana got an WIC Operational Adjustment Grant to have student internships for 5 students for the summer
- Received permission and funding to continue students during the school year and train them to complete certifications

Outcomes from Mentoring Students



- 9 years- 43 students have learned about WIC and breastfeeding
- 6 work in Indiana WIC - some in Lactation support
- All students left with an appreciation for lactation support and the WIC Program

Mentoring Peer Counselors



By definition WIC Peer Counselors must have been a WIC participant

- 3 peer counselors have become IBCLC's
- One more is on the path to becoming both an IBCLC and a nutritionist

Tanesha



Became a Peer Counselor when pregnant with her 2nd baby

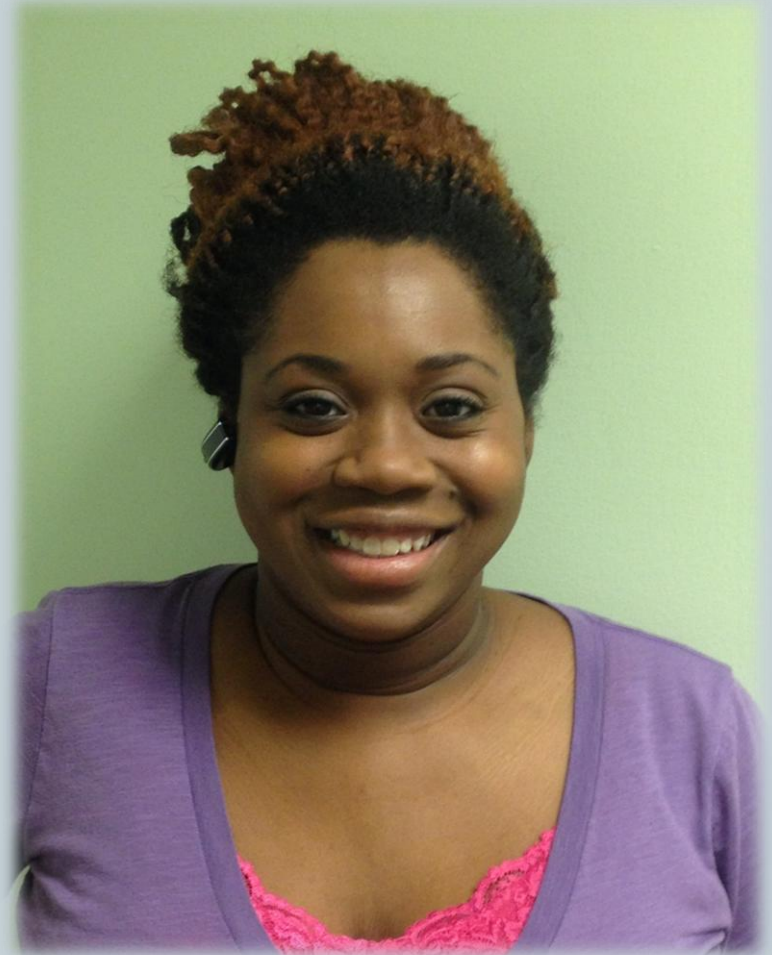
College student in Child development

Single parent, life happened and she withdrew from school

She was close to losing her WIC Job 2 years ago due to job performance

With mentoring about her job and encouraging her to go back to school, she has worked hard to get her life on track.

She hopes to be back in Purdue by Summer of 2015 and take the IBCLC Exam in 2016



WIC Changes Lives!!



She plans to add enough nutrition courses that she could work in IN WIC as a nutritionist upon graduation.

Tanesha has become an excellent employee and Peer Counselor

Her life is on track do to her motivation to improve her situation for herself and her children.

WIC Works!!



Thank You!

MICHIGAN WIC



**NUTRITION
CAN BE INSPIRING**



1.800.26.BIRTH



A close-up photograph of a baby's face being kissed on the cheek by an adult's hand. The baby's face is in profile, looking upwards and to the right. The adult's hand is visible on the left, with fingers gently touching the baby's cheek. The lighting is warm and soft, creating a tender and intimate atmosphere.

IN God We Trust,

ALL OTHERS HAVE TO SHOW DATA!

MI-PNSS & PedNSS



- Michigan - 2012, 2013, & 2014 data
- Midwest - Minnesota, Ohio, Michigan, Wisconsin, Indiana, Illinois, & Hawaii
- Other states requesting to join the project and submit data
- Working with FNS
- Progress report – Session at the 2015 NWA Conference

An Average Day in the Michigan WIC Program



54%

Of babies born in Michigan enroll in WIC.

WIC families purchase over

\$514,211

in healthy foods.

90.5%

Of WIC families live below 150% of poverty.

38%

Of pregnant mothers enroll in WIC during their first trimester.

11,556

Clients are served.

WIC Families redeem

76%

of their fresh fruits and vegetables benefits.

54.9%

Of WIC mothers are overweight or obese pre-conception.

16.8% of children are overweight and **14.1%** are obese.

8.9%

Of infants are born at a low birth weight.

61.2%

Of infants are breastfed.

Michigan WIC Five-year-plan

The Health Outcome Indicators

January 2014 To December 2018



- Increase first trimester entry into the WIC program from 36.9% to 42.0%.
- Increase ideal prenatal weight gain from 30.7% to 33.5% among Michigan WIC mothers.
- Reduce the percent of low birth weight infants born to women enrolled in Michigan WIC from 8.7% to 8.0%.
- Increase breastfeeding initiation rate from 63.1% to 67.0% and the six-month duration rate from 17.7% to 20.5%.
- Decrease the prevalence of early childhood obesity, in children 2 to 5 years of age, from 14.1% to 13.5%.
- Decrease the prevalence of low hemoglobin level from 17.5% to 15.0% among children less than five years of age.

The projections are based on the 2003-2013 trend data from Michigan PNSS and PedNSS. 2013 data is used as the baseline for a five-year-plan from Jan. 2014 to Dec. 2018.



Michigan WIC helping to feed >35,000 school aged children this summer.

Your Summer EBT for Children (SEBTC) Bridge Card!

The Michigan Summer EBT for Children Bridge Card is a safe and easy way to buy your SEBTC foods. To select your 4 digit pin to start using your card or to select a new pin:

- Call Customer Service at 1-888-678-8914 (voice), 1-800-649-3777 (TTY) to select your new PIN.
- Select a Personal Identification Number (PIN) that is easy to remember and memorize your PIN.

Look for the word **Summer EBT for Children** printed on the front of your card. This card is for your SEBTC food benefits **ONLY**. This card cannot be used for Food Stamp, WIC or Cash transactions.

IMPORTANT INFORMATION
Keep this information for future reference

Bridge Card Customer Service
1-888-678-8914
Call 24 hours-a-day, seven days-a-week if:

PROTECT YOUR CARD SO IT WILL WORK!

- Sign and print your name in ink on the back of your card.
- **DO NOT** bend or fold your card.



We need WIC because...

WIC helps me and my daughter eat healthy and will help my newborn also. Helps a lot for the family to eat good and have food in the table.



Call 987-8222 for local breastfeeding support services.

Slim faster
Breastfeeding burns calories.

EveryOunceCounts.org
987-8222 • WIC


This institution is an equal
opportunity provider & employer.

28596

3


Rocket scientist.
Breastfeeding makes babies smarter.
EveryOunceCounts.org • 987-8222 • WIC

066 x 496

DON'T FALL FOR THE TRAP



BUYING, SELLING, OR TRADING WIC FOODS IS ILLEGAL!

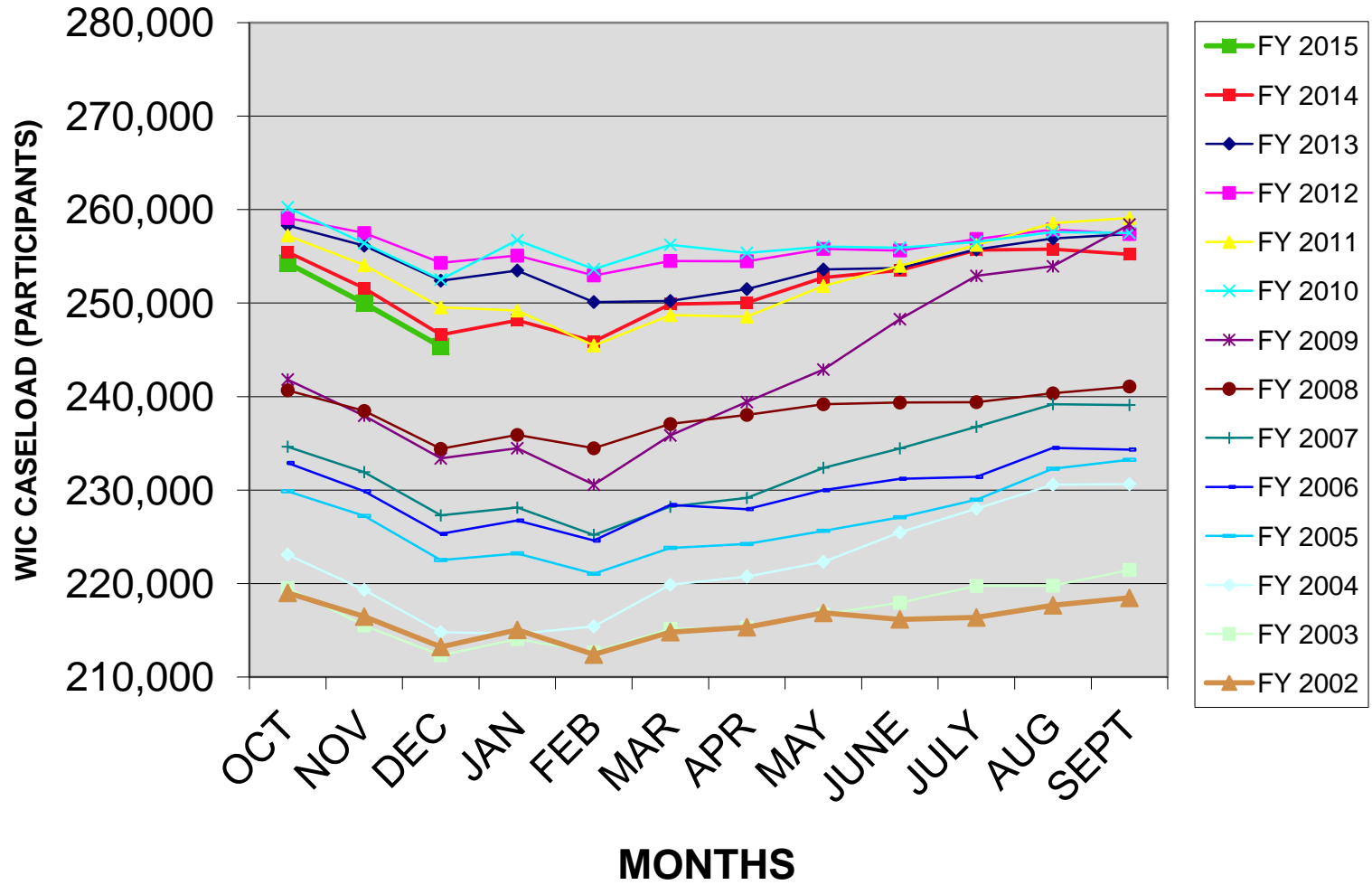
**If you buy, sell, or trade WIC foods, it could
result in prosecution and/or disqualification
from participating in the WIC Program.**

1-800-CALL-WIC

wicfraudinvestigations@michigan.gov

USDA is an equal opportunity provider and employer.

MICHIGAN WIC STATEWIDE MONTHLY CLOSEOUT PARTICIPATION REPORT



WISCONSIN:
City of Milwaukee WIC Lead
Testing Program



BECKY R. LITWAITIS CD RD CLC
WIC HEALTH PROJECT COORDINATOR

PHONE: 414 286-6505
EMAIL: BLITWA@MILWAUKEE.GOV

Lead Testing Recommendations



Kids need to be tested:

- 3 tests before age 3
 - 12 months
 - 15 months
 - 24 months
- Between the ages of 3 to 6 years, with no previous test
- Live in a house built before 1978 and is undergoing renovation.
- Sibling or playmate has lead poisoning
- Child is uninsured or receives Medicaid or WIC

Kids Were Not Being Tested



- Child did not have a medical home
- Medical provider did not offer lead testing services
- Lack of transportation

Lead testing at MHD WIC



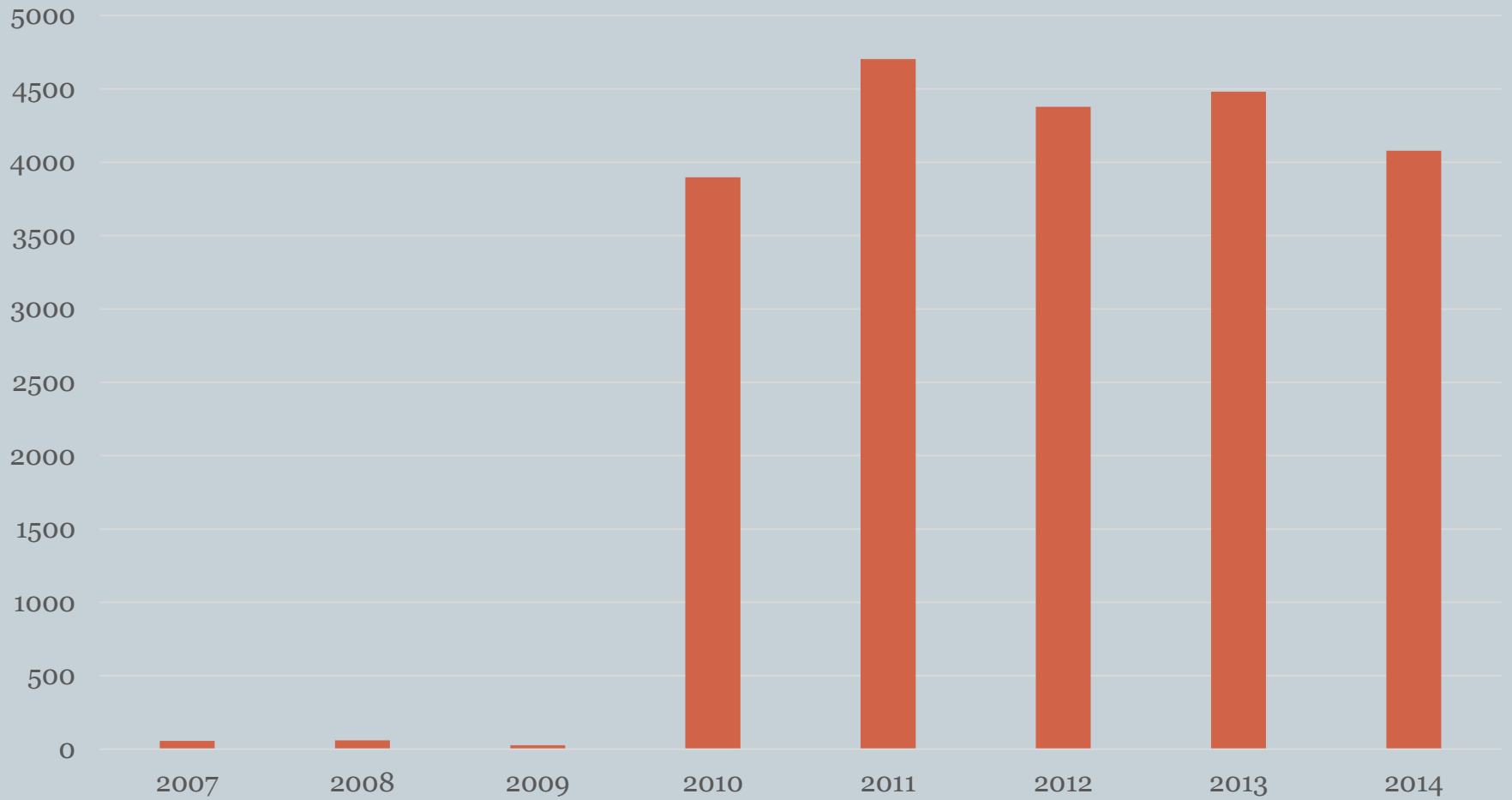
- **Prior to March 2010-**
 - Testing took 8 minutes
 - Results of lead test received in 2 weeks



- **Lead testing 2010-present using Lead Analyzer II**
 - Testing takes 4 minutes
 - Results received during appointment



Tests Done



Elevated Blood Levels Detected



	10-14ug/dL	15-19ug/dL	20-24ug/dL	25-44ug/dL	45-69ug/dL	70+ug/dL
2007	3	2	0	1	1	0
2008	0	1	1	1	0	0
2009	0	1	0	0	0	0
2010	87	34	13	10	1	0
2011	75	26	11	5	1	0
2012	83	11	8	11	0	0
2013	59	25	8	8	1	0
2014	58	14	7	7	2	0

Procedure in WIC



- Insurance status is assessed at intake.
- Nutritionist explains test results to guardian and provides appropriate counseling.
- Referral to MHD Lead Program is made as needed.
- Lead testing is reimbursed from the Medicaid Managed Care Organizations.



Benefits of Lead Testing in WIC



- High-risk children are being tested.
- Children with high lead are being referred for follow-up on the same day.
- Nutritionist is able to provide immediate on-site counseling.
- Convenient for parents
- Lead testing is reimbursable and we are able to increase staffing with an additional clinical assistant.

WIC Success Story



“WIC has been there for me during a time when I have needed extra help in feeding my daughter and myself. Because of WIC, I was able to stretch my food budget and buy more nutritious foods. WIC is something I wish everyone could have in their life.”

-Ashley and Z'Raiya

MINNESOTA

