

A photograph of a woman with long dark hair smiling as she holds a baby. A doctor's hands are visible, using a stethoscope to examine the baby's chest. The image is overlaid with a semi-transparent blue filter.

# Nutrition and Family Health Division **Women, Infants and Children (WIC)** Program Overview

Board of Health  
*February 16, 2023*



**ADAMS COUNTY**  
HEALTH DEPARTMENT

*Your Health. Our Mission.*



The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is a federal nutrition program that provides low income nutritionally at-risk pregnant women, postpartum mothers, infants, and children up to 5 years old *with*

-  **nutritious foods/groceries**
-  **nutrition education**
-  **breastfeeding support**
-  **referrals to health care, social services and community resources**





- Available in all 50 States, 33 Indian Tribal Organizations, American Samoa, District of Columbia, Guam, Commonwealth of the Northern Mariana Islands, Puerto Rico and the Virgin Islands.
- Clinic locations can include **county health departments**, hospitals, schools, mobile clinics, community centers, public housing, health centers, and Indian Health Service clinics.

### Eligibility

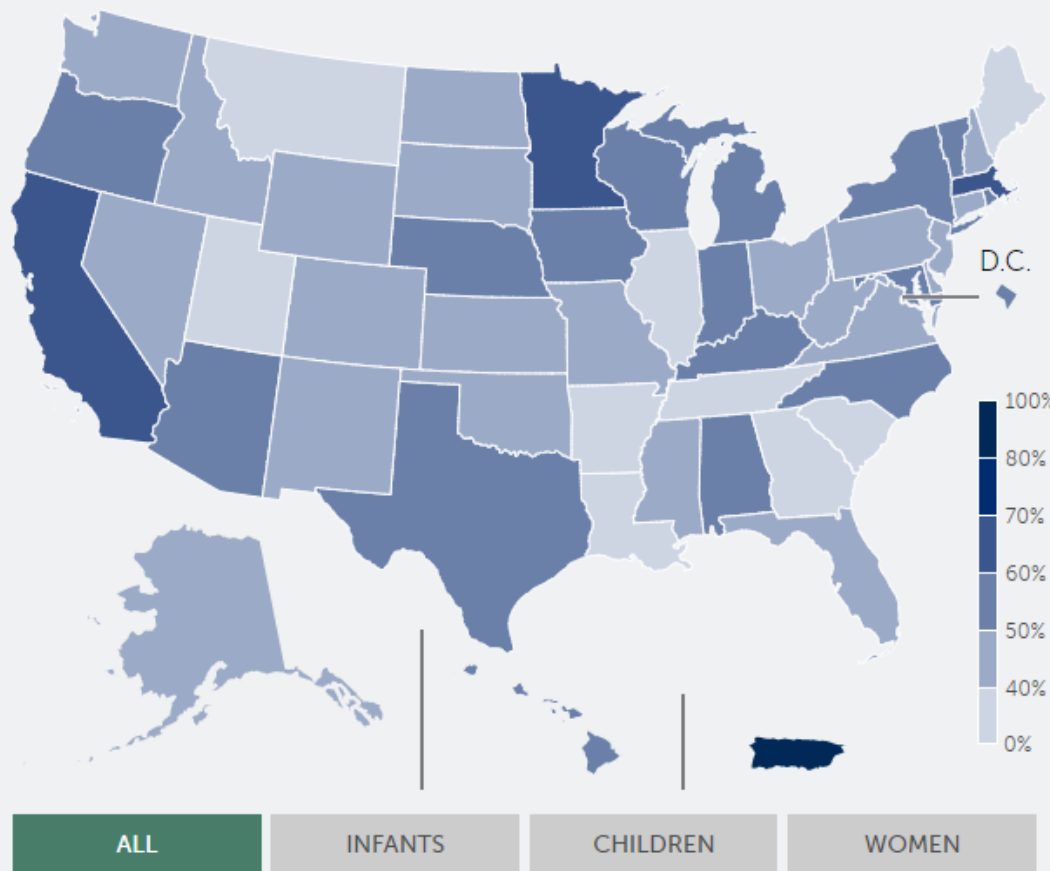
- At or below 185% of the federal poverty line or income-eligible based on participation in other programs such as Medicaid, SNAP, and TANF
- Nutritionally 'at-risk' as determined through a nutrition assessment conducted by WIC professional



## NATIONAL TOTAL

NUMBER ELIGIBLE	NUMBER OF PARTICIPANTS	COVERAGE RATE
12,480,200	6,266,700	50.2%

 Significantly higher than U.S. rate     Significantly lower than U.S. rate



**WIC IS A SMART INVESTMENT, CONTRIBUTING TO SUBSTANTIAL HEALTHCARE COST SAVINGS AND ASSURING HEALTHIER OUTCOMES FOR OUR NATION'S FAMILIES AND OUR FUTURE.**

### FUN FACTS

**THERE ARE 90 STATE WIC AGENCIES, 1,900 LOCAL AGENCIES, AND 10,000 WIC CLINICS ACROSS AMERICA.**





(Data as of January 13, 2023)

State / Indian Tribe	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022 <i>Preliminary</i>
Alabama	120,605	115,410	116,056	111,741	108,661
Alaska	17,092	15,978	15,235	14,551	13,761
American Samoa	5,235	5,001	4,676	4,311	3,916
Arizona	149,513	141,959	141,707	141,778	141,003
Dept. of Health	133,547	127,498	127,845	130,318	130,073
Navajo Nation	7,561	6,908	6,237	4,608	4,273
Inter-Tribal Council	8,406	7,552	7,625	6,852	6,657
Arkansas	73,607	67,231	58,514	50,751	56,008
California	1,009,492	928,943	880,923	947,788	936,126
Colorado	85,258	81,906	79,719	78,695	78,129
Dept. of Health	85,103	81,736	79,549	78,533	77,997
Ute Mountain Ute Tribe	155	170	170	163	131

<https://www.fns.usda.gov/pd/wic-program>



**ADAMS COUNTY**  
HEALTH DEPARTMENT  
*Your Health. Our Mission.*

## WIC Coverage Rates by State, 2020, All Participant Categories

### COLORADO

[BACK TO NATIONAL TOTAL](#)

NUMBER ELIGIBLE

171,200

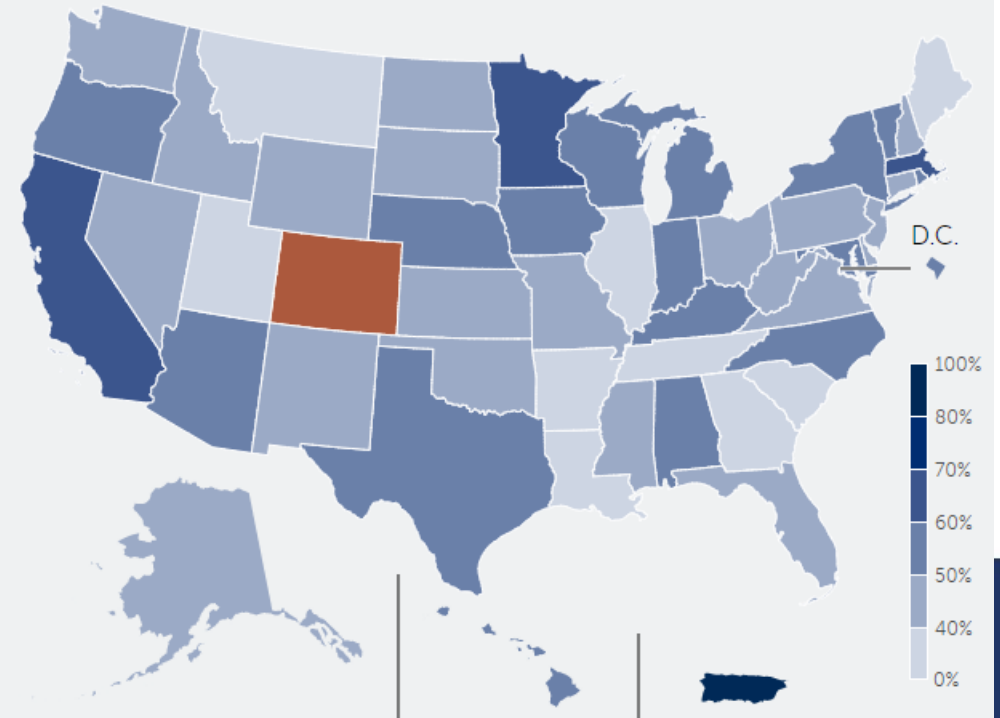
NUMBER OF PARTICIPANTS

79,500

COVERAGE RATE

46.4%

Significantly higher than U.S. rate    Significantly lower than U.S. rate



ALL

INFANTS

CHILDREN

WOMEN

# ADAMS

January 2023

State Totals	Pregnant	Fully BF	Part BF with FB	Part BF No FB	Not BF	Total Women	Excl BF	Excl BF/ Comp	Not Excl BF	Formula	Total Infants	Child	Special Child	Total Child	Grand Total	Enrolled	% of Enrolled with Benefits
	6025	4518	2930	183	4953	18609	2584	1627	3363	10038	17612	44165	1024	45189	81410	91478	88.99%

**Women 2126      Infants 2133      Children 4689      Total 9054**

Local Agency/ Clinic	Pregnant	Fully BF	Part BF with FB	Part BF No FB	Not BF	Total Women	Excl BF	Excl BF/ Comp	Not Excl BF	Formula	Total Infants	Child	Special Child	Total Child	Grand Total	Enrolled	% of Enrolled with Benefits
1 - Adams County Health Department	665	388	374	21	678	2126	228	131	434	1340	2133	4689	106	4795	9054	10190	88.85%
101 - Bennett WIC clinic	2	10	3	0	6	21	4	5	3	8	20	66	0	66	107	112	95.54%
102 - Brighton WIC Clinic	83	50	43	2	86	264	20	26	49	189	284	590	11	601	1149	1337	85.94%
103 - Commerce City WIC Clinic	114	69	94	10	102	389	43	22	118	206	389	846	28	874	1652	1850	89.30%
104 - North Broadway WIC Clinic	191	107	100	5	218	621	68	26	113	403	610	1408	22	1430	2661	3004	88.58%
105 - Westminster WIC Clinic	275	152	134	4	266	831	93	52	151	534	830	1779	45	1824	3485	3887	89.66%

Bennett	112
Brighton	1337
Commerce City	1850
North Broadway	3004
Westminster	3887



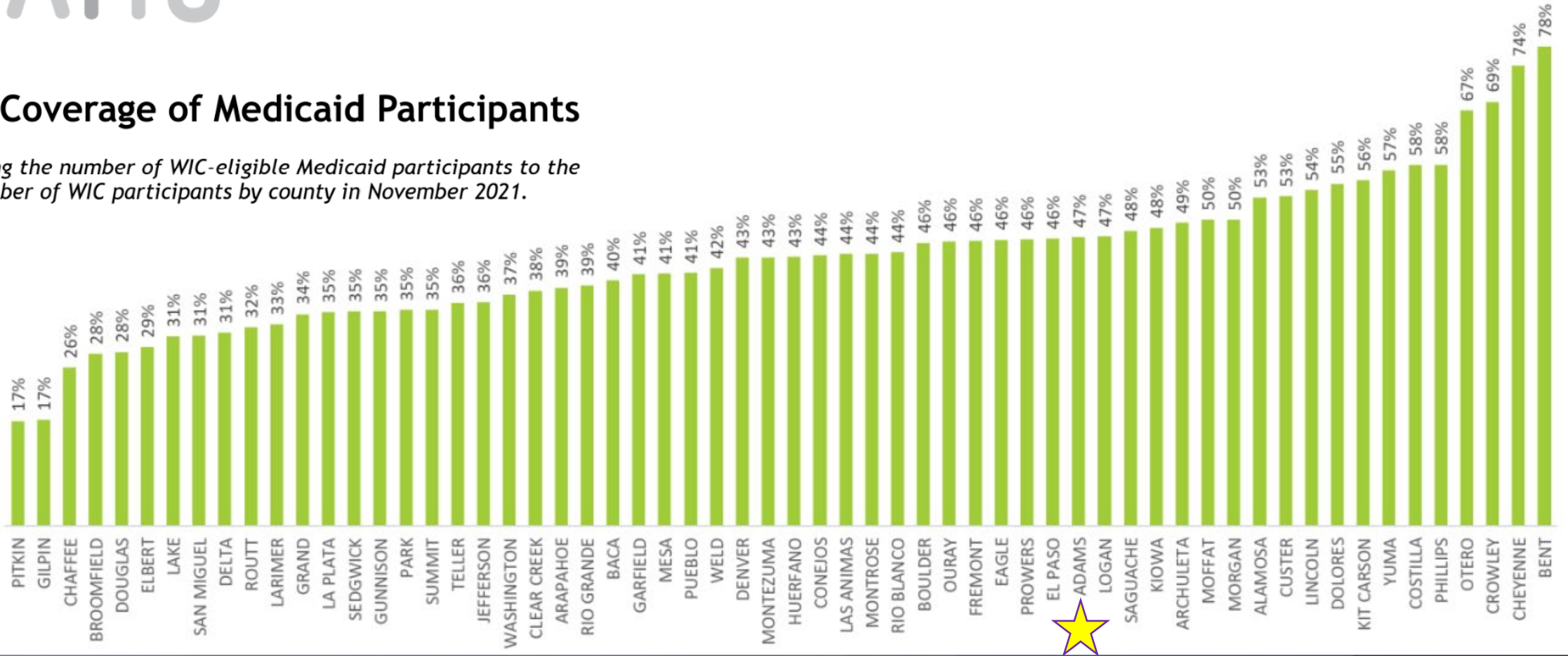
**ADAMS COUNTY**  
HEALTH DEPARTMENT  
*Your Health. Our Mission.*



# ADAMS

## WIC Coverage of Medicaid Participants

Comparing the number of WIC-eligible Medicaid participants to the number of WIC participants by county in November 2021.

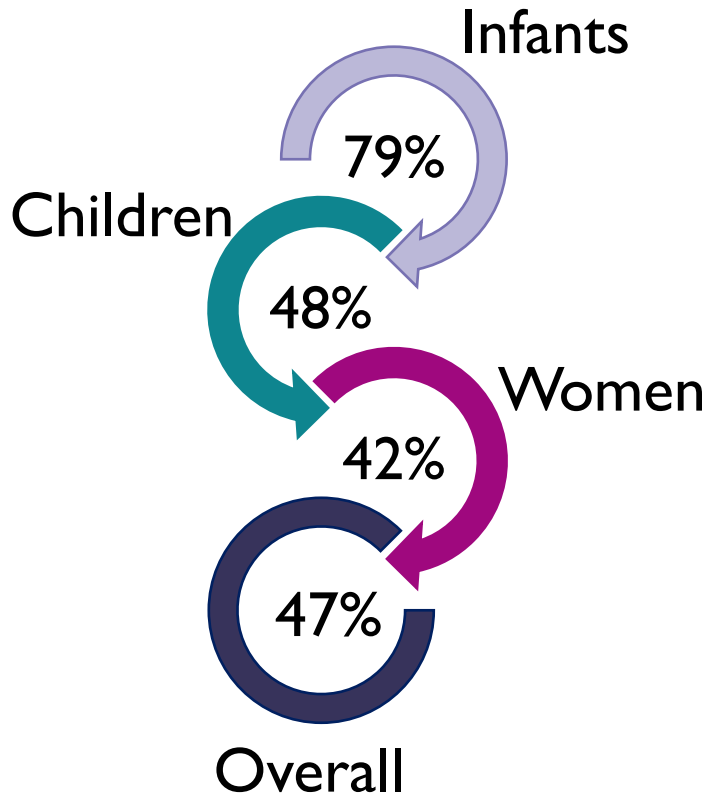


ADAMS COUNTY  
HEALTH DEPARTMENT

Your Health. Our Mission.



# ADAMS



County	WIC Participants with Medicaid Coverage	WIC Eligible <i>but not</i> Enrolled
Adams	47%	53%
Arapahoe	39%	61%
Boulder	46%	54%
Broomfield	28%	72%
Denver	43%	57%
Douglas	28%	72%



## FREE, HEALTHY FOOD

- Fresh fruits and vegetables.
- Milk, cheese and more.
- Cereal and other grains.
- Peanut butter, beans and more.



## TABLE OF CONTENTS

- 3-4 ..... FRUITS & VEGETABLES
- 5-8 ..... WHOLE GRAINS
- 9-11 ..... BREAKFAST CEREAL
- 12 ..... MILK
- 13-14 ..... YOGURT
- 15-16 ..... CHEESE
- 17 ..... SOY & TOFU
- 18 ..... EGGS & CANNED FISH
- 19 ..... PEANUT BUTTER
- 20 ..... BEANS
- 21-24 ..... JUICE
- 25-26 ..... BABY FOOD
- 27-34 ..... SHOPPING GUIDE

WIC PROGRAM: AVERAGE MONTHLY BENEFIT PER PERSON					
(Data as of January 13, 2023)					
State / Indian Tribe	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022 Preliminary
Alabama	45.15	44.32	38.63	36.57	40.50
Alaska	55.50	55.86	45.68	41.06	48.43
American Samoa	73.04	68.12	63.94	63.09	69.31
Arizona	38.58	35.63	30.90	28.59	41.64
Dept. of Health	38.75	35.57	31.08	28.87	41.89
Navajo Nation	40.50	40.85	34.30	31.89	42.64
Inter-Tribal Council	34.19	31.92	25.00	21.01	36.00
Arkansas	43.52	37.22	35.28	32.86	51.27
California	43.21	44.09	43.99	40.48	57.07
Colorado	36.96	37.00	32.89	30.50	43.73
Dept. of Health	36.92	36.98	32.97	30.49	43.73
Ute Mountain Ute Tribe	58.66	48.26	39.28	33.24	42.10



## Food Package Benefit Redemption

The amount of money provided to local grocery stores and farmers markets when WIC participants redeem their WIC food package benefits is called benefit redemption costs. During the first two years of the COVID-19 pandemic (March 2020 through February 2022), WIC food package benefit redemptions infused \$7 billion into local economies.



## ENJOY MORE FRUITS AND VEGETABLES WITH WIC

October 4, 2022 | Colorado WIC

Great news! The WIC Cash Value Benefit (CVB) for fresh and frozen fruits and vegetables is being adjusted due to inflation and will be increasing to the following amounts:

- Children (over the age of one): \$25/month per child.
- Pregnant and Postpartum Participants: \$44/month.
- Breastfeeding Participants: \$49/month.
- Exclusively Breastfeeding Multiples: \$73.50/month.

### WIC PROGRAM: FOOD COST

(Data as of January 13, 2023)

State / Indian Tribe	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022 Preliminary
Alabama	65,341,231	61,373,772	53,799,208	49,037,896	52,806,170
Alaska	11,383,329	10,709,823	8,351,829	7,169,310	7,997,863
American Samoa	4,588,480	4,087,798	3,587,552	3,263,839	3,256,635
Arizona	69,216,419	60,697,416	52,542,294	48,643,735	70,455,136
Dept. of Health	62,093,321	54,418,148	47,687,456	45,152,763	65,392,315
Navajo Nation	3,674,827	3,386,200	2,566,916	1,763,543	2,186,604
Inter-Tribal Council	3,448,271	2,893,068	2,287,922	1,727,429	2,876,217
Arkansas	38,438,898	30,028,893	24,772,350	20,013,500	34,457,753
California	523,422,491	491,455,268	464,986,777	460,387,853	641,151,567
Colorado	37,816,040	36,370,415	31,555,553	28,800,060	40,998,567
Dept. of Health	37,706,809	36,272,152	31,475,353	28,735,241	40,932,183
Ute Mountain Ute Tribe	109,231	98,263	80,200	64,816	66,384
Connecticut	24,727,056	24,472,026	22,404,244	22,126,822	22,516,054

<https://www.fns.usda.gov/pd/wic-program>



ADAMS COUNTY  
HEALTH DEPARTMENT

Your Health. Our Mission.



## BREASTFEEDING SUPPORT

- Breastfeeding information.
- Breast pumps.
- Mom-to-mom support through peer counselors.
- Breastfeeding support groups.
- Classes and information.
- Community breastfeeding resources.

**BREASTFEEDING INITIATION RATES IN WIC HAVE INCREASED FROM 42% IN 1998 TO 71% IN 2016.<sup>22</sup>**

**MATERNAL WIC PARTICIPATION HAS BEEN SHOWN TO IMPROVE BREASTFEEDING RATES.<sup>23</sup>**

## NUTRITION EDUCATION

- Personalized nutrition counseling on a variety of topics, including meal planning, maintaining a healthy weight, picky eaters, caring for a new baby, breastfeeding for working moms and planning meals on a budget.
- Shopping tips.
- Nutritional needs during pregnancy.
- Family-friendly recipes.

...websites are born to become a place you shop and others are born to be connections, but wichealth.org...

wichealth.org was born to improve lives by providing nutrition education centered around the needs of the WIC client.

At that time, wichealth had two lessons (and more than one stick figure).

Today, wichealth has more than 50 lessons in English and Spanish, 1,200 resources designed to guide parents and a recipe finder to help families search for recipes for WIC approved foods.

**WIC Healthy Child Eating Education**



**ADAMS COUNTY**  
HEALTH DEPARTMENT

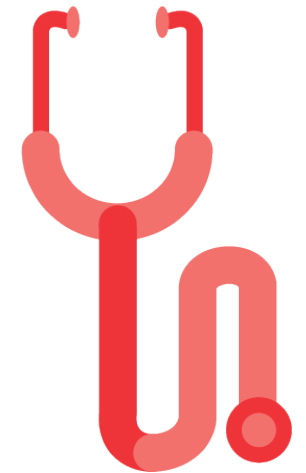
Your Health. Our Mission.

## REFERRALS TO CARE BEYOND WIC

- Low-cost immunization referrals.
- Referrals for low-cost medical and dental care, health insurance, child care, housing, breastfeeding support and other services that can benefit the whole family.
- Substance abuse counseling.
- Domestic abuse counseling.
- Social services.



Referrals or connections to other services such as prenatal or pediatric care, dental care, and social services are part of the core services provided through WIC. Through referrals, WIC builds bridges, connecting families to primary and preventive health care and social service resources.



<https://www.nwica.org/position-papers>



**ADAMS COUNTY**  
HEALTH DEPARTMENT

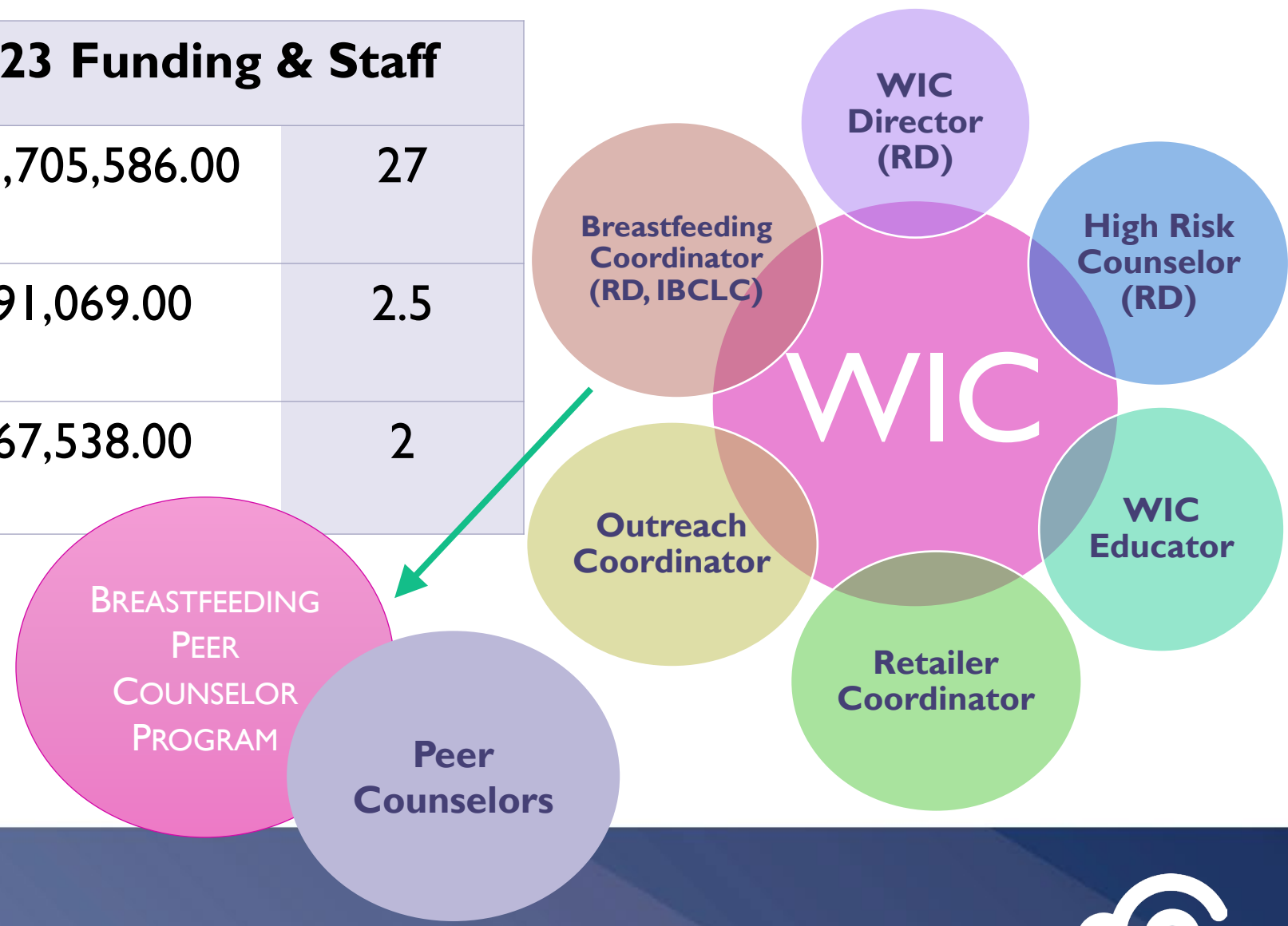
— Your Health. Our Mission. —



*This is the story of an  
Adams County Family*

## State Fiscal Year 2023-2023 Funding & Staff

WIC Administrative Grant	\$1,705,586.00	27
WIC Breastfeeding Peer Counselor Grant	\$ 91,069.00	2.5
SNAP Outreach Sub-award	\$ 67,538.00	2



## Looking Ahead

- 📷 Outreach and promotion
- 📷 Community partnerships, coordination and collaboration
- 📷 Education and implementation of new allowable food (March 2023)
- 📷 Hybrid service delivery model (*flexibilities in place until September 30<sup>th</sup>, 2026*)

The recommended strategies focus on the following key areas:

- WIC Outreach and Promotion;
- WIC Partnerships: Communication, Coordination, and Referrals;
- The WIC Clinic Experience;
- Reaching and Serving Special Populations;
- Technology — Modernizing WIC;
- Nutrition Education — A Valuable Asset for WIC Families;
- WIC Retention and Recruitment of Families With Children 1 to 4 Years Old;
- Optimizing the WIC Shopping Experience;
- Support from Federal, State, and Local Governments; and
- WIC in Disasters.



## Making WIC Work Better:

Strategies to Reach More Women and Children and Strengthen Benefits Use

May 2019 ■ [www.FRAC.org](http://www.FRAC.org)



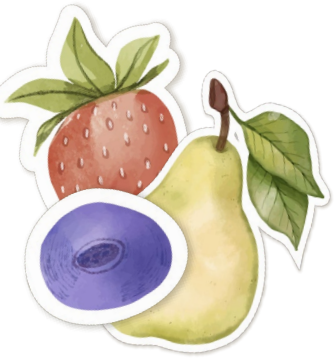
<https://frac.org/programs/wic-women-infants-children>



ADAMS COUNTY  
HEALTH DEPARTMENT

Your Health. Our Mission.

**Additional WIC Flexibilities to Support Outreach, Innovation, and Modernization Efforts through ARPA Nationwide Waivers – Supporting Remote WIC Operations**



# NUTRITION *and* FAMILY HEALTH

Est 2023



WIC Nutrition Education,  
Food & Referrals



WIC Breastfeeding Support  
& Education



Diabetes Education &  
Prevention



Healthy Eating Active Living



ADAMS COUNTY  
HEALTH DEPARTMENT

Your Health. Our Mission.





**ADAMS COUNTY**  
**HEALTH DEPARTMENT**

———— *Your Health. Our Mission.* ————

Michelle Harris, MPH, RD  
Nutrition and Family Health Division Director  
mharris@adcogov.org  
<https://www.adcogov.org/adams-county-health-department>