

* Each month in Michigan, 200,000 moms, babies, and children under the age of five receive nutritious foods from the Michigan WIC Program. WIC foods are worth $30 to $112 or more per month for each participant.
* One out of every two babies born in Michigan receives WIC benefits.
* WIC has reduced the percent of low birth weight babies born to women enrolled in WIC from 8.2% to 7.8%
* Breastfeeding initiation rates increased from 48.9% to 54% and the six-month duration rate from 13.6% to 18.0%.
* Children served by WIC have lower anemia rates, improved dietary access, higher immunization rates and are more likely to have routine medical care.
* WIC impacts cognitive development in children. In fact, studies show that children served by WIC have improved vocabulary skills and improved memory.

**Healthy Beginnings Month**

**WIC**

**{INSERT LOCAL HEALTH DEPARTMENT CONTACT INFO}**

**Michigan Department of Health and Human Services**

[www.michigan.gov/mdhhs](http://www.michigan.gov/mdhhs)

(800) 26-BIRTH

**United States Department of Agriculture (USDA)**

Food & Nutrition Service

<http://www.fns.usda.gov/wic/>

**Information Resources:**

# Facts:

**Available Services:**

**{INSERT LOCAL SERVICES AVAILABLE}**

* Coupons for nutritious foods to redeem at local stores food coupons
* Nutrition education and counseling
* (Infant and toddler feeding, breastfeeding, prenatal weight gain, anemia or iron deficiency, child growth and development and other related health issues).
* Breastfeeding promotion and support
* Referrals to other health services
* Project FRESH

(Additional coupons to purchase locally grown fresh fruits and vegetables at farmers' markets)

* For every dollar spent on WIC, over $3.50 is saved in subsequent health care costs.
* WIC is a wise investment, generating important improvements in the health and productivity of children.
* In addition to direct cost savings, WIC services provide essential coordination with other health department services.
* Local communities are supported with more than $120 million yearly when WIC foods are purchased at grocery stores and pharmacies.
* WIC is administered by USDA and legislative requirements for WIC are contained in the Child Nutrition Act of 1966.