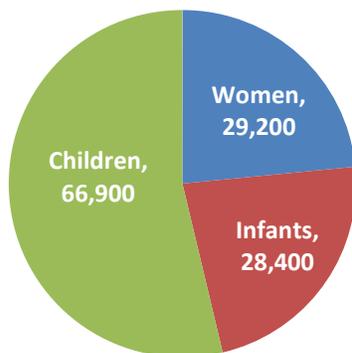


Minnesota WIC Facts

Who Participates in Minnesota WIC?

- During FFY 2013, an average of 124,500 low to moderate income women, infants, and children participated each month in the Minnesota WIC program.
- In 2012, Minnesota WIC served an estimated 46% of all infants born in Minnesota.
- Children, who are served through five years of age, were the largest participant group.

FY 2013 Average Monthly Participation in Minnesota WIC



Nutrition Services & Breastfeeding Support

- Participants receive individualized nutrition education, nutrient-rich foods and referrals to other services, as needed.
- WIC promotes and actively supports breastfeeding women, important for child and maternal health, and health care cost savings.
- WIC helps women overcome individual barriers to breastfeeding and to reduce societal barriers.
- WIC foods include fruits & vegetables, whole grain foods, milk, iron-fortified cereal, vitamin C- rich juices, peanut butter, eggs, cheese, dried & canned beans/peas, canned fish, soy-based beverages, tofu, and baby foods.
- WIC reduces anemia rates by providing iron-rich foods and nutrition counseling.

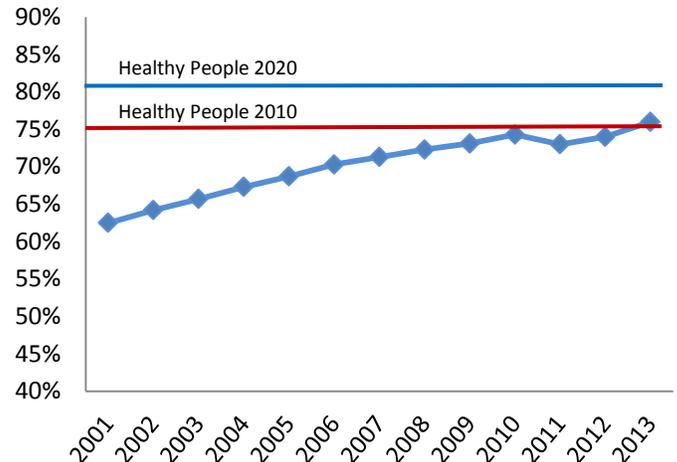
Minnesota Health Care Cost Savings

- Every dollar spent on pregnant women in Minnesota WIC saves \$4.21 in Medicaid costs for newborns and their mothers or an average of \$636 per prenatal participant.¹

Breastfeeding Initiation

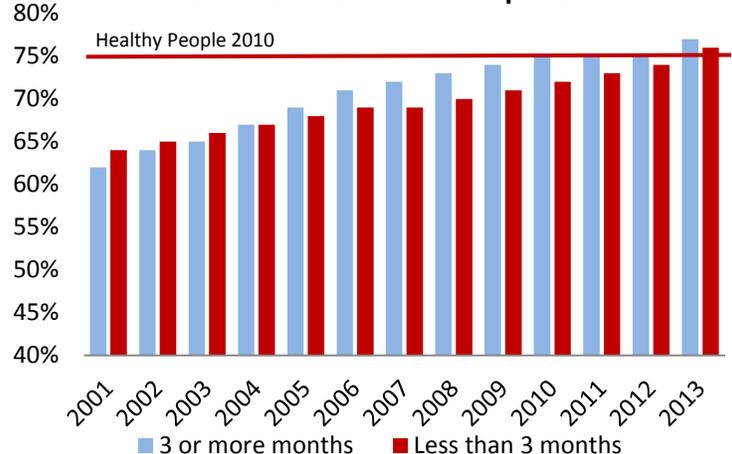
- Initiation rates increased by 20.6% from 63% in 2001 to 76% in 2013.

Breastfeeding Initiation Among Minnesota WIC Participants



- Breastfeeding initiation in Minnesota is positively associated with prenatal participation in WIC. Mothers who participated in WIC for three or more months prenatally, have higher rates of breastfeeding. Minnesota has exceeded the Healthy People 2010 breastfeeding goal of 75% and continues to progress towards the Healthy People 2020 goal of 81.9%.

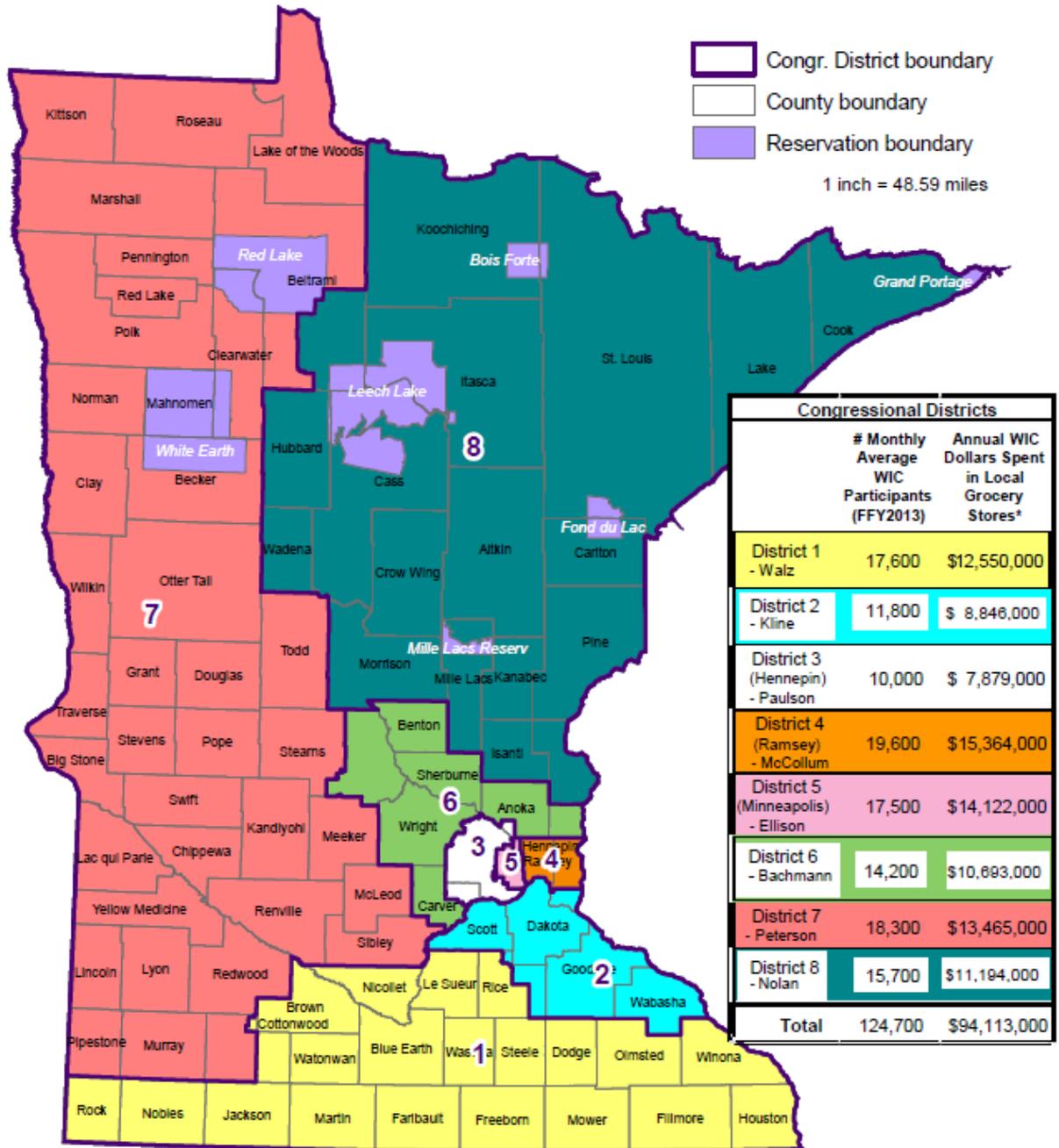
Breastfeeding Initiation by Months of Prenatal Participation



¹ USDA Report: The savings in Medicaid costs for newborns and their mothers from prenatal participation in the WIC program. Addendum October 1991 p 5.

<http://www.fns.usda.gov/sites/default/files/savadd.pdf> Last accessed Feb19, 2013

WIC Average Monthly Participation and WIC Dollars Spent in Local Grocery Stores on Food by Congressional District, FFY 2013



The estimated monthly average FFY2013 participation for all Congressional Districts was determined based on the average monthly number of WIC participants in each WIC clinic.
 * FFY2013 actual WIC \$ spent on food.

All data are from the Minnesota WIC Information System.



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