



Special Supplemental Nutrition Program for Women, Infants, and Children



Why is WIC important to Iowans?

The WIC program coordinates services with many other programs, including prenatal and postpartum care, well-child care, immunizations, lead poisoning prevention programs, food assistance and more.

Breastfeeding is the best way to feed newborns and has many benefits for mom and baby. WIC promotes breastfeeding and provides breastfeeding education and support. Over half of Iowa's WIC agencies offer a Breastfeeding Peer Counseling Program, which provides peer-to-peer breastfeeding support. Breastfeeding promotion and support helps ensure successful breastfeeding outcomes for mom and baby. To learn more about breastfeeding, go to <https://idph.iowa.gov/wic/breastfeeding>.

WIC provides healthy foods to families such as milk, fruits and vegetables, cheese, yogurt, peanut butter, eggs, cereal, whole wheat bread, whole wheat tortillas and other healthy foods.
(cont.)

Did you know?

Each month, the Iowa Woman, Infants, and Children (WIC) program provides nutrition education, breastfeeding promotion and support, and healthy foods to approximately 59,000 women, infants and children. About half of the infants born in the United States receive WIC services. WIC purchases at local grocery stores and pharmacies generate about \$38.5 million for the Iowa economy.

A focus on health equity

WIC provides quality services to low-income women, infants, and children in all of Iowa's 99 counties. The program specifically targets populations that face barriers to service and experience health disparities.

What does the department do?

- Provides access to nutrient-rich foods. Offers nutrition education and support in making positive behavior changes in diet and physical activity.
- Makes referrals for health care and social services.
- Provides breastfeeding education and support.
- Provides additional support to breastfeeding mothers during non-clinic hours by peer counselors for those agencies who have a Breastfeeding Peer Counselor Program.
- Stimulates the economy by buying about \$38.5 million in WIC purchases from approximately 570 WIC-approved grocery stores and pharmacies.
- Supports Iowa agriculture by providing supplemental foods produced in the state (fruits and vegetables, cereal, milk, yogurt and eggs).
- Improves access to Iowa grown fruits and vegetables through the WIC Farmers Market Nutrition Program in cooperation with the Iowa Department of Agriculture and Land Stewardship.
- Offers community-based services through [20 local contractors](#).



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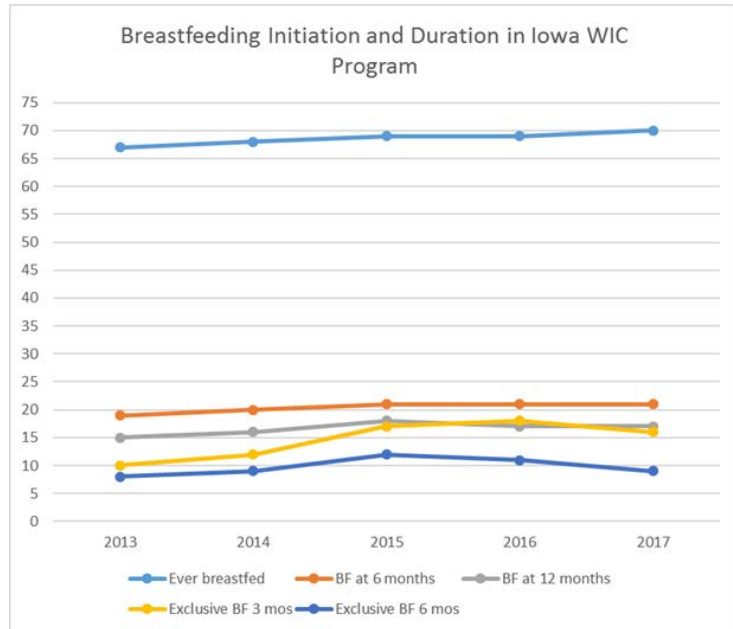


Why is WIC important to Iowans? (cont.)

The WIC food package aligns with the Dietary Guidelines for Americans developed by the Department of Health and Human Services (HHS) and the United States Department of Agriculture (USDA).

WIC strengthens families by influencing lifetime nutrition and healthy behaviors. For more information on the WIC program, visit <https://idph.iowa.gov/wic>.

How do we measure our progress?



What can Iowans do to help?

- All Iowans can promote and support breastfeeding.
- All Iowans can refer potentially eligible families to WIC.
- All Iowans can provide information about WIC services in your community. Free outreach materials are available from the state WIC office. Go to <https://idph.iowa.gov/wic/outreach-materials> to order materials.
- Visit and share the Iowa WIC Facebook page found here: <https://www.facebook.com/IowaWIC/>.

Resources	SFY 2019 Actual	SFY 2020 Actual	SFY 2021 Estimate
State Funds	\$0	\$0	\$0
Federal Funds	\$37,984,589	\$37,150,549	\$41,679,496
Total Funds	\$37,984,589	\$37,150,549	\$41,679,496
FTEs	14.29	14.70	15.15