



Pierce County WIC Facts: 2010

Special Supplemental Nutrition Program for Women, Infants and Children (WIC)

Infants Born Served by WIC

Pierce.....53%
Statewide50%

Women, Infants and Children Served

Total: 42,635

Infants and children under 5 30,578

Pregnant, breastfeeding and postpartum women.... 12,057

WIC and the Farmers Market Nutrition Programs Benefit the Local Economy

Dollars to grocery stores
\$14,993,271

Dollars to farmers
\$60,736

WIC Families

Working families62%

Families living in poverty58%

Even though they are working, the majority of WIC families are living in poverty. In 2010, the monthly income for a family of four living in poverty was \$1,838 or less.

WIC Nutrition Education Promotes Healthy Choices

Total nutrition education sessions 110,176

WIC nutrition education:

- Emphasizes healthy habits so families can eat better and stay active to prevent obesity and other chronic diseases.
- Promotes breastfeeding for at least the first year of life. And, helps working mothers breastfeed longer by providing breast pumps.
- Helps prevent early childhood caries by giving parents ideas for healthy snacks and stressing dental care by age one.

WIC Attracts Families to Preventive Health Services

WIC referrals 160,586

WIC helps families get the services they need.



* Maternity Support Services

Washington WIC

"...improving the lifelong health and nutrition of women, infants and young children"

Pierce County

WIC Sites

Franciscan Medical Group

Lakewood
Parkland

Multicare Health System

Buckley
Eatonville
Gig Harbor
Joint Base Lewis-McChord
Key Peninsula
Puyallup
Spanaway
Tacoma
Tillicum

Puyallup Tribal Health Authority

Tacoma

Sea Mar Community Health Centers

Fife
Milton
Tacoma

Statewide WIC Facts 2010¹

316,133 pregnant and breastfeeding women and children under age 5 benefit from WIC

- 65% are from working families.
- 15,388 are from military families, including women serving in the armed forces.
- Families receive healthy foods, education and counseling on nutrition and physical activity, referrals, and breastfeeding support.

\$120 million in grocery store sales

- Each client receives checks to purchase an average of \$52 a month in healthy foods.
- Families buy healthy food with their WIC checks at more than 739 grocery stores statewide.

\$743,722 in purchases from local farmers

- With WIC Farmers Market Nutrition Program checks, families can eat more fresh fruits and vegetables from local farmers.

85% of WIC mothers give their child a healthy start by breastfeeding, far exceeding the national rate of 68%.²

- Children who are not breastfed are more likely to have asthma, diabetes, and childhood obesity.³
- Mothers who breastfeed lose pregnancy weight gain more quickly.
- Mothers who do not breastfeed have higher rates of breast cancer and osteoporosis.³

In the past 30 years, Washington WIC has contributed more than \$1 billion in grocery sales and saved an estimated \$700 million in health care costs.⁴

¹ Federal Fiscal Year 2010.

² CDC. Provisional Breastfeeding Rates by Socio-demographic Factors, Among Children born in 2007, Breastfeeding Among U.S. Children Born 1999-2007, CDC National Immunization Survey.

³ U.S. Dept. of Health and Human Services. HHS Blueprint for Action on Breastfeeding, Wash.D.C., DHHS, Office of Women's Health, 2000.

⁴ Mathematica Policy Research: The savings in Medicaid costs for newborns and their mothers from prenatal participation in the WIC program. Prepared for U.S. Department of Agriculture, Food and Nutrition Service, October 1990.

Contact Us

Visit www.doh.wa.gov/cfn/wic to find more information about Washington WIC, a copy of our Annual Report, and county-specific fact sheets. You can also call 1.800.841.1410 and press 0, or write PO Box 47886, Olympia WA 98504-7886. For persons with disabilities, this document is available on request in other formats. To submit a request, please call 1-800-841-1410 (TDD/TTY 1-800-833-6388). This institution is an equal opportunity provider.