



Pierce County

WIC Facts: 2007

Infants Born Served by WIC

County..... 52%
 Statewide.....49%

Women, Infants and Children Served

Total: 37,129

Infants and children under 5..... 25,681

Pregnant, breastfeeding and postpartum women..... 11,448

WIC and the Farmers Market Nutrition Programs Benefit the Local Economy

Dollars to grocery stores

\$13,646,514

Dollars to farmers

\$56,949

WIC Families

Working families.....66%

Families living in poverty..... 58%

Even though they are working, the majority of WIC families are living in poverty. In 2007, the monthly income for a family of four living in poverty was \$1,721 or less.

WIC Nutrition Education Promotes Healthy Choices

Total nutrition education sessions.....88,340

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..... 172,997

WIC helps families get the services they need.

Pierce County

WIC Agencies and Sites

Franciscan Medical Group

Lakewood
Parkland

Multicare Health Services WIC

Buckley
Eatonville
Fort Lewis
Gig Harbor
Key Peninsula
Puyallup
Spanaway
Tacoma
Tillicum

Puyallup Tribal Health Authority

Tacoma

Sea Mar Community Health Center

Fife
Milton
Tacoma

Statewide WIC Facts 2007¹

277,000 pregnant and breastfeeding women and children under age 5 benefit from WIC

- 68% are from working families.
- 10,849 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.

\$111 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 700 grocery stores statewide.

\$600,000 in purchases from local farmers

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

83% of WIC mothers give their child a healthy start by breastfeeding, far exceeding the national rate of 53%.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 2007.

² "Mothers Survey, Ross Products Division, and Abbott Laboratories." 2006-Abbott Laboratories.

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.