



Families grow healthy with WIC

Dollars and Sense

Economic Impact of the WIC Program

Infant Formula Rebate:

Mothers participating in WIC are encouraged to breastfeed and the majority of mothers are successful in initiating and continuing to nurse for the first few months postpartum. If breastfeeding is lessened or discontinued for any reason, WIC provides iron-fortified infant formula to infants until the first birthday. WIC State agencies are required by federal law to implement competitively bid infant formula rebate contracts with infant formula manufacturers, for both milk-based and soy-based infant formula. The contract stipulates that the State Agency agrees to provide infant formula in return for a rebate from the manufacturer (s) who provided the lowest bid for each formula type for each can of contract formula purchased with WIC Checks. By negotiating rebates with infant formula manufacturers, States are able to generate income beyond the federal food grant, supporting an average of 2.14 million additional participants (increase of 25 percent) served nationally each month. California's current infant formula rebate contract is with Mead Johnson Nutrition and it generates approximately \$18.5 million in revenue each month. This contract will expire in July of 2012, by which time WIC expects to have a new rebate contract in place.

WIC's Impact on California's Retail Food Economy

WIC infuses approximately \$90 million in federal funds into the California retail food economy each month. The benefits of this economic boost extend beyond WIC families to the local economy. About 40 percent, or 1,983 of the retail outlets authorized to accept WIC checks in California are single-store, single owner small businesses that benefit substantially from this income.



ExpectMore.gov, a Federal Program Ranking, Gives WIC Its Highest Rating:

ExpectMore^{.gov} is a website that presents Federal program performance evaluations conducted by the U.S. Office of Management and Budget (OMB). OMB uses a standard questionnaire called the Program Assessment Rating Tool (PART) which asks questions about a program's performance and management. The answers determine a program's overall rating, so the public can see how effectively tax dollars are being spent.

Nationally, WIC is among just 11 percent of federal programs that received the highest rating, three stars and labeled "**Effective.**" Programs rated "Effective" set ambitious goals, achieve results, are well-managed and improve efficiency.



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WIC Program Health Outcomes

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WIC's Impact on the Nation's Health Status

Numerous studies have confirmed WIC's impact in avoiding health care costs. Specifically, A 1997 study reconfirmed the original 1988 research in North Carolina, documenting WIC's effectiveness in avoiding the health care costs to the Medicaid program by reducing the number of premature and high-risk births. Also, a 2002 analysis of longitudinal data concluded that there exists a significant positive association between WIC participation in pregnancy and normal birth weight in newborns.

Infant-feeding practices may play a major role in the development of childhood obesity. In an effort to address this issue, the California WIC Program partnered with the UC Davis Human Lactation Center to develop and implement a set of classes to help WIC parents to have more realistic expectations about their infants' behavior and to recognize and respond appropriately to infant "cues." This project, The *WIC Baby Behavior* study, was highly successful in helping caregivers understand and accept normal baby behaviors, such as sleeping and crying. As shown in the graphs below, after attending Baby Behavior classes, caregivers more likely to continue exclusive breastfeeding and less likely to use excessive amounts of formula. This education resulted in better compliance with infant-feeding recommendations among WIC participants and fewer infants whose body weight was above 95% of normal infants (see graph below). The results of this intervention have sparked interest from a variety of health and social service professions. And WIC staff statewide have received the training.



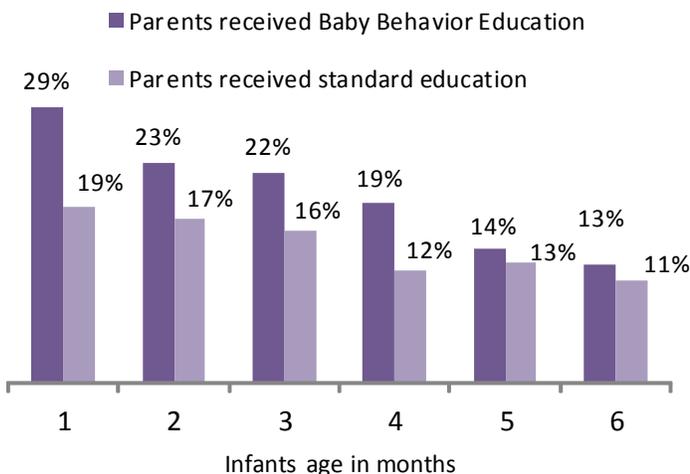
Including **ORANGE** in your diet will help maintain...

- » The risk of some cancers
- » Your immune system
- » Vision health
- » Heart health

healthyhabitsforlife

Impact of Baby Behavior Parenting Education

Exclusively Breastfeeding



Infants Weight, ages 5 to 7 months weighing more than 95% of normal weigh infants

