



2018 Annual Report

WIC: A Healthy Start

North Dakota Families rely on WIC

57%

6,454 infants received WIC last year, which is 57% of the infants born in North Dakota.

20,125

Women, infants and children were served in 2018 in all ND counties.

YOU
GOT
THIS.

WIC provides the information, tools, and support for moms and caregivers to grow healthy families.

WIC's proven recipe for healthy families

Through WIC moms get monthly checks to buy healthy food.



WIC helps moms to breastfeed, shop and prepare healthy food, and entice children to eat it.



WIC offers a community of support including nutritionists, lactation specialists and peers.



WIC connects moms to healthcare professionals, immunization services, Medicaid, SNA and other important services..



WIC is good business



Families spent over \$9 million at the 160 WIC authorized grocery stores across the state.

WIC supports working families

79%

WIC families report having one or two employed adults in the household, 64% full time.

Changes coming to ND WIC!



Watch for EBT WIC (food benefits on a card) coming in the fall of 2020.

What do we hear from WIC families?

Each year WIC families let us know what they think about WIC. They tell us that participating in WIC is a positive experience and how it helps their family with healthy behaviors like eating more fruits and vegetables.

Most love WIC staff and services. Here are the most frequently words they used when asked to share comments on WIC:

Daughter Overall Guys Children Offered
Appreciate Bread Food Going Checks
Problems Program Grateful WIC Faster
Staff Juice Love SAY Awesome Beneficial
Good Work Gotten Doing Great Register Fruits

In spite of WIC and other assistance (58% also participate in SNAP) many families are food insecure.



30%

I eat less than I should because there is not enough food.

34%

Our food doesn't last and we don't have money for more.

