

WIC Annual Report FY17

Impact of the WIC Program

10 statistics that show the impact (outputs) of WIC on agency customers and the community

1. 31,574 = FY17 caseload

14% in Festus	2% in Dittmer	<1% in Park Hills
13% in De Soto	2% in Crystal City	<1% in St. Clair
11% in Arnold	2% in Herculaneum	<1% in Lonedell
9% in Imperial	1% in Eureka	<1% in Morse Mill
9% in Fenton	<1% in Robertsville	<1% in Bloomsdale
6% in Hillsboro	<1% in Bonne Terre	<1% in Richwoods
6% in House Springs	<1% in Fletcher	<1% in Springfield
6% in Pevely	<1% in Pacific	<1% in Sullivan
5% in High Ridge	<1% in Cadet	<1% in Blue Springs
4% in Barnhart	<1% in Catawissa	<1% in Chesterfield
4% in Cedar Hill	<1% in Blackwell	<1% in Ballwin
3% in St. Louis	<1% in Valley Park	<1% in Mapaville
		<1% in Potosi
2. \$2,086,231.45 = dollars spent purchasing healthy foods with WIC checks and WIC cash value benefits in FY17 (74% of total checks issued)
3. \$139,733.39 = dollars spent purchasing fresh or frozen fruits and vegetables with WIC cash value benefits in FY17 (72% of total value issued)
4. \$18,000.00 = dollars awarded to JFCAC WIC for being breastfeeding friendly in FY17 and FY18
5. 63.5% of WIC infants initiated breastfeeding and 38.4% were breastfeeding at 1 month of age in FY17
6. Six breastfeeding friendly worksites in Jefferson County impacting employees, students, clients, and their families: JFCAC, Jefferson College, Festus High School, Jefferson County Health Department, Childtime Care Inc., Small Wonders
7. 100% of WIC staff trained annually to support breastfeeding and five breastfeeding experts are on staff: three International Board Certified Lactation Consultants, one Certified Lactation Counselor, and one breastfeeding peer counselor
8. Four nutrition experts on staff: two masters level nutritionists, one bachelor level nutritionist and one Registered Dietitian
9. 50.9% of pregnant women enrolled in JFCAC WIC were enrolled during their first trimester of pregnancy in FY17
10. Pregnant women enrolled in JFCAC WIC in FY17:
 - a. 75% did not smoke or stopped smoking completely during their pregnancy
 - b. 7% fewer smoked during their pregnancy from FY13 to FY17
 - c. 9% fewer exposed to household smoking during their pregnancy from FY 13 to FY17

WIC Success Story



Ashly Hammer was not a WIC participant when she was pregnant with her first child, Ava. She nursed Ava and had multiple complications. Other than her doctor, Ashly lacked breastfeeding support with Ava. Her doctor advised her to push through the complications. She "pushed through" for 15 months.

In January 2016, Ashly enrolled in the WIC program when she was pregnant with her second child, Elias. She states, "WIC has been so beneficial." With Elias she had a rash on her breast every time he nursed. WIC referred Elias to Little Flower Family Medicine for a lip and tongue tie consultation. Ashly learned that Ava also had lip and tongue tie, which explained some of the reasons she had pain when breastfeeding her. She states, "If only I was on WIC nursing would have been so much easier {with her}."

Ashly received the fully breastfeeding food package up until Elias turned one. She states, "the food package for me was amazing and I was very sad to see it end." When Ava was a baby, Ashly didn't apply for WIC and she "was buying baby food left and right." When Elias was a baby and she was fully breastfeeding him, the WIC food package was so large that Ashly never had to buy baby food with her own money. Ashly currently receives child food packages for both Ava and Elias since they are under the age of five.

A year after being a WIC participant, Ashly applied for the WIC Breastfeeding Peer Counselor position and now enjoys supporting other breastfeeding families. Ashly knows what it is like to breastfeed with and without adequate breastfeeding support. She is happy to be able to be there for other moms and babies who need support.

Ashly states, "WIC has helped me provide healthy meals for my family. WIC also helped nursing become more enjoyable and not painful. I am still nursing strong with Elias at 16 months and Ava still gets breastmilk when she is sick at three years old in a cup."

Significant WIC Program Dates

National	Month of March 1 st Wed of March 2 nd Wed of March May 6 August 1-7 Month of August	National Nutrition Month International Board Certified Lactation Consultant Day Registered Dietitian Nutritionist Day National Nurses Day World Breastfeeding Week National Breastfeeding Month
State	Oct 1 October every even year Last Tues of the month 3 rd Fri: Jan, April, July, Oct 2 nd Wed: Feb, May, Aug, Nov Every other month	First day of fiscal year State WIC Conference State Breastfeeding Task Force Eastern District Meetings Missouri WIC Association Meetings Breastfeeding Task Force Meetings
Agency	August 6-10, 2018	Certified Lactation Counselor Training