

Lead Agency: Health Department

Program Contact: David Brown

Program Offer Type: Existing Operating

Related Programs:

Program Characteristics:

Executive Summary

The Women, Infants and Children Program (WIC) serves lower-income pregnant, postpartum and breastfeeding women, infants and children under age five who have health or nutrition risks. WIC sees every participant at least four times per year to provide individual growth and health assessments, education on nutrition and physical activity, nutritious foods purchased with WIC vouchers, breastfeeding education and support and referrals to other preventive health and support services. Other support services include prenatal and other medical care, immunizations, Head Start, housing and day care assistance, social services, etc. The recent change to a centrally managed program allows for increased participation (over 19,373 active clients compared with 17,298 this time last year) and a significant increase in State allocated funding. WIC served over 31,000 clients in 2009. This included over 35% of all pregnant women in Multnomah County (MC). The WIC Program strengthens MC's economy which leverages federal funds to pay for almost 78% of the program's costs. The end result is WIC brought in over \$12 million dollars to local grocery stores and, through the Farm Direct Nutrition Program (Farmer's Market), over \$70,000 to local farmers. WIC is one of the few health promotion programs the federal government has sponsored and it has been the most successful. It is estimated that for every \$1 spent on WIC over \$3 is saved in Medicaid expenses. This defines the prevention potential of WIC. The emphasis on health promotion and community access is what makes WIC such a valuable program. With such a large client base, programs like Oral Health, Lead Screening, H1N1, Head Start and others are realizing the tremendous access WIC provides to the community. Since it is a federal mandate that WIC provide referral services to other valuable community programs, for the individual client, WIC becomes the web that connects all the programs together for easy access – seamless service.

Program Description

The WIC Program's mandate is to provide food, nutrition education, growth monitoring and support services to our most vulnerable population – low income pregnant, breastfeeding women, infants and children up to five years of age. The potential for WIC's success is based on the premise that access to food is of primary concern for low-income families. With the availability of nutritious foods offered each month, families in need seek out the program. To receive the food vouchers all participants must be certified on the program which includes weighing and measuring every 6 months as well as hemoglobin screening. Clients are counseled by registered dietitians and nutrition assistants on the current 'best practices' for diet during pregnancy, lactation, infancy and early childhood based on the American Dietetic Association and the National WIC Association's recommendations. For high risk pregnancies, children with special needs and breastfeeding complications individual counseling is provided by registered dietitians. In between certifications, clients are required to attend additional nutrition education classes on specific topics relevant to their individual needs. Nutrition classes include infant and child nutrition, nutrition during pregnancy, breastfeeding, low-fat cooking, increasing fruits and vegetables in your diet, use of whole grains and many more. In all, over 90 nutrition education classes are taught each month. Poor nutrition during the first three years can affect brain development resulting in lowered academic achievement, reduced immune function, greater incidence of obesity, diabetes, etc. Research demonstrates that families on WIC are in overall better health, have less dental related Medicaid costs, have less underweight infants and demonstrate a lower prevalence of anemia than low-income children not on WIC. Four and five-year-olds whose mothers participated in WIC during pregnancy have better vocabulary test scores than those that didn't receive WIC benefits. WIC positively influences the nutrient intakes of children, dramatically improves Healthy Eating index scores for the household, reduces the risk of child abuse or neglect and WIC participation is associated with increased use of preventative care and improved health status of children.

Performance Measures

Measure Type	Primary Measure	Previous Year Actual (FY08-09)	Current Year Purchased (FY09-10)	Current Year Estimate (FY09-10)	Next Year Offer (FY10-11)
Output	Average number of clients served each month	0	18,793	17,928	19,373
Outcome	% of mothers initiating breastfeeding on WIC	0.0%	87.0%	87.0%	89.0%
Outcome	Show rate for WIC nutrition education follow-up	0.0%	70.0%	69.5%	72.0%

Performance Measure - Description

Output: Average number of clients served each month measures the average number of clients receiving WIC food vouchers.
 Outcome: % of mothers who initiated breast feeding after delivery. Data Source - WIC TWIST system.
 Outcome: return for education required each six months to continue participation.

Legal/Contractual Obligation

Revenue/Expense Detail

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
Program Expenses	2010	2010	2011	2011
Personnel	\$130,438	\$2,121,206	\$834,833	\$2,412,524
Contracts	\$6,111	\$4,098	\$1,990	\$5,995
Materials & Supplies	\$31,611	\$102,287	\$30,181	\$46,577
Internal Services	\$479,112	\$210,749	\$420,282	\$379,370
Total GF/non-GF:	\$647,272	\$2,438,340	\$1,287,286	\$2,844,466
Program Total:	\$3,085,612		\$4,131,752	
Program FTE	0.85	30.44	2.53	32.61
Program Revenues				
Indirect for dep't Admin	\$149,422	\$0	\$169,148	\$0
Intergovernmental	\$0	\$2,464,746	\$0	\$2,844,466
Total Revenue:	\$149,422	\$2,464,746	\$169,148	\$2,844,466

Explanation of Revenues

Significant Program Changes

✔ Significantly Changed

Last year this program was: #40018, Women, Infants and Children (WIC)

FTE added to meet caseload increases of +1400 clients since January 2009; add'l capacity for linking to other early childhood srvs. WIC has become more efficient financially and in providing coordinated client services. This fact is demonstrated by the average monthly participation which increased from 17,928 in January '09 to 19,373 in December '09. Our growth compared to other Counties:

Multnomah County: +1,445

Salud WIC: +367

Marion County: -76

Lane County: -50

Washington County: +57

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