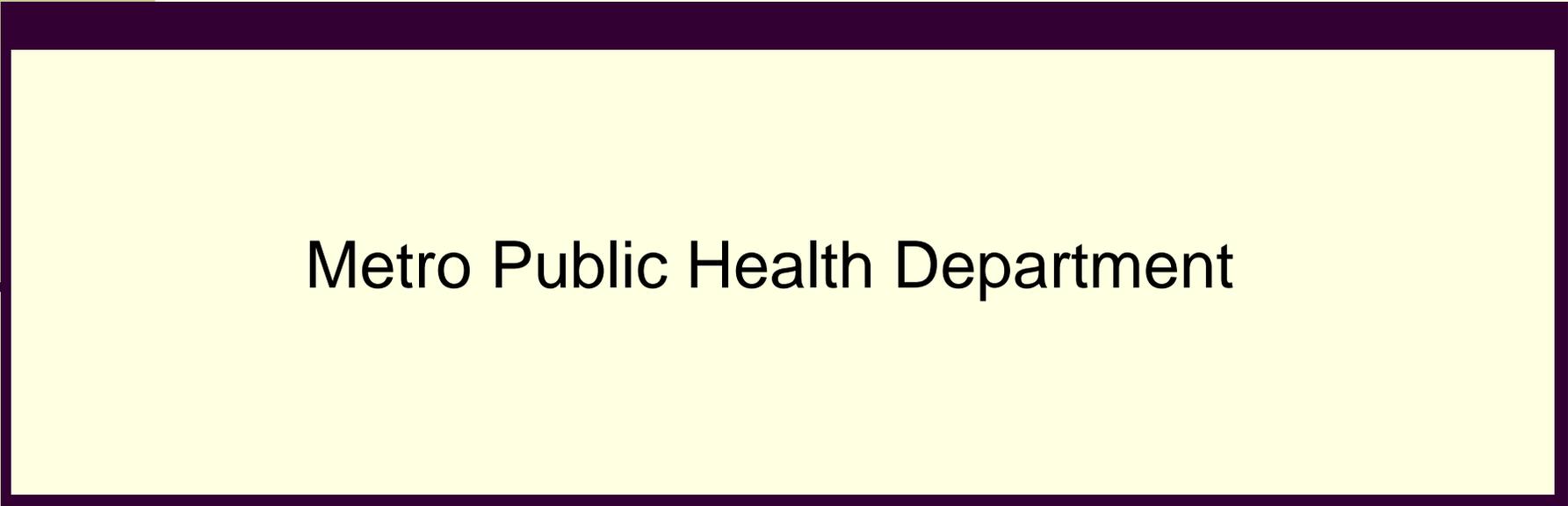




WIC UPDATE



Metro Public Health Department

WIC Program

WIC is a nutrition program that helps pregnant women, new mothers and young children eat well, learn about nutrition and stay healthy.

- Supplemental nutrition program
- Provides nutrition education
- Promotes breastfeeding
- Referrals to services



WIC Eligibility

- Resident of Davidson County
- At “nutritional risk”
- Pregnant, postpartum or breastfeeding women
- Infants and children to age 5
- Meet income guidelines

WIC Income Limits

Family Size	Annual Income
1	\$20,147
2	\$27,214
3	\$34,281
4	\$41,348
5	\$48,415
6	\$55,482
7	\$62,549
8	\$69,616

Davidson County WIC Locations

- Lentz Health Dept
- East Nashville Health Dept
- Woodbine Health Dept
- Matthew Walker Comprehensive Health Center
- Meharry Centering Program
- South Nutrition Center
- Hospital Bedside Service
 - Centennial, Baptist, Vanderbilt, General

Participants by Zip Code

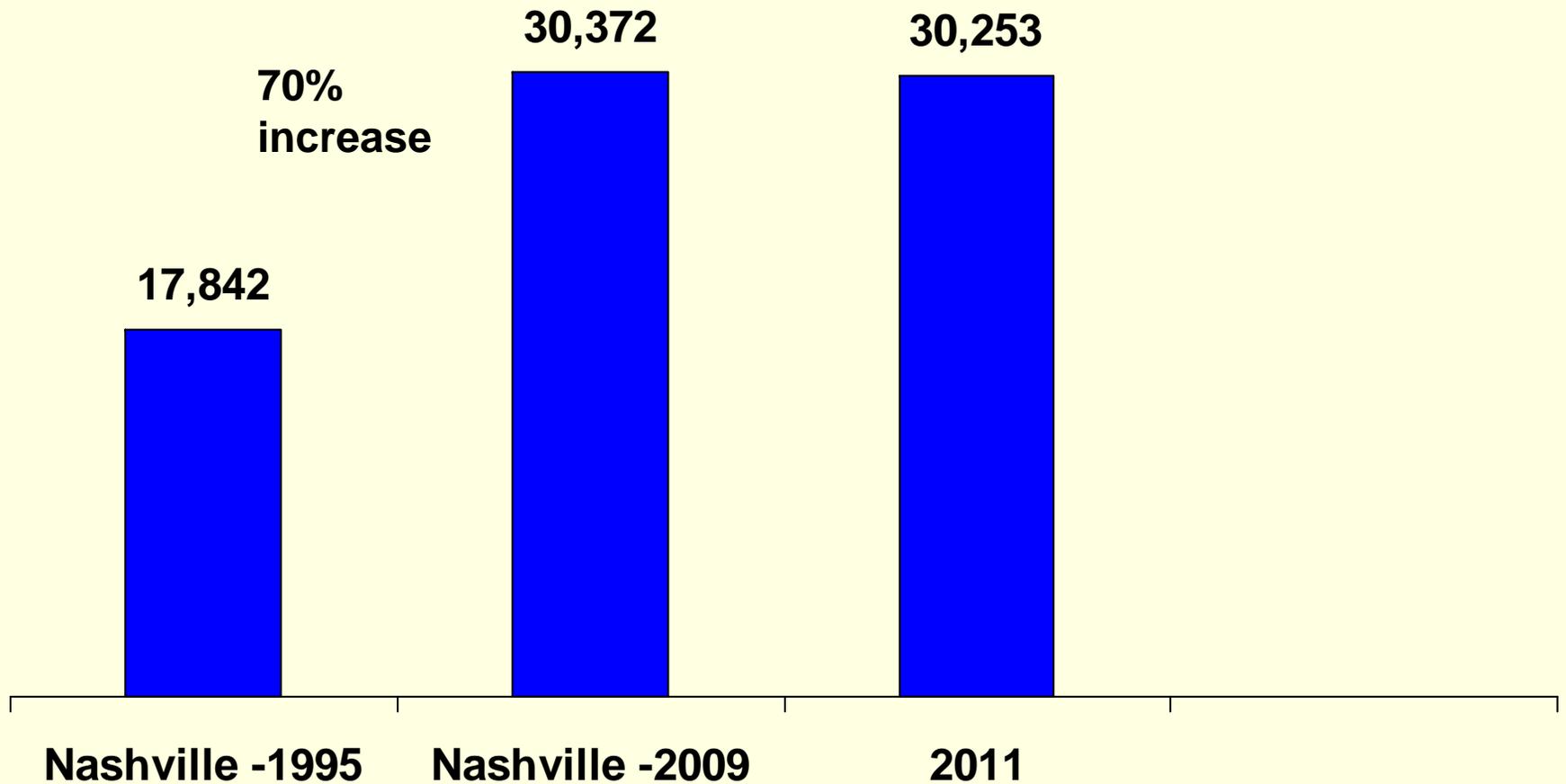
- 43% of WIC participants in FY 2009 lived in three adjacent zip codes in the South East quadrant of Davidson County.

37211 – 5,430

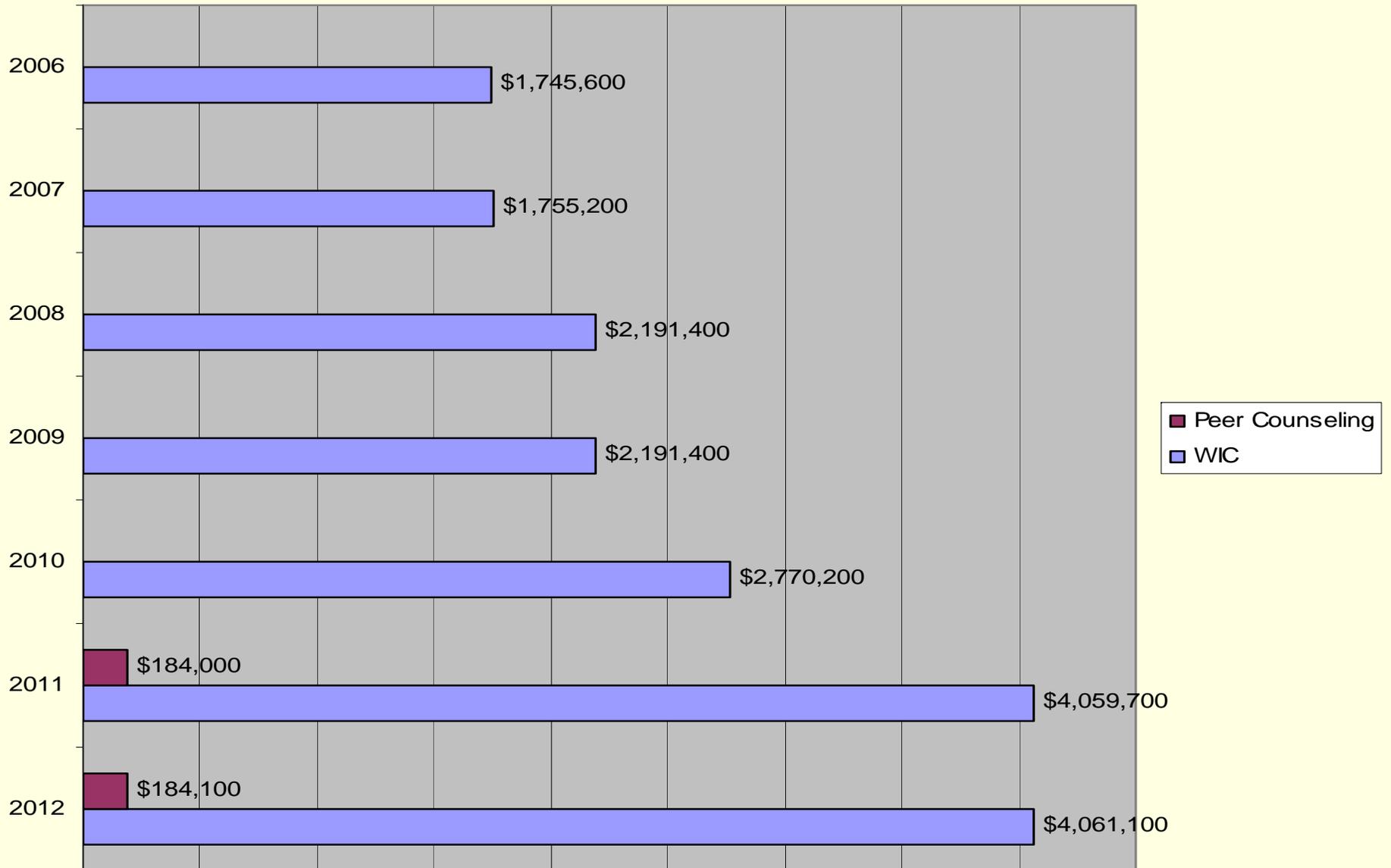
37013 – 4,812

37217 – 2,678

Growth in WIC Participants



Budget



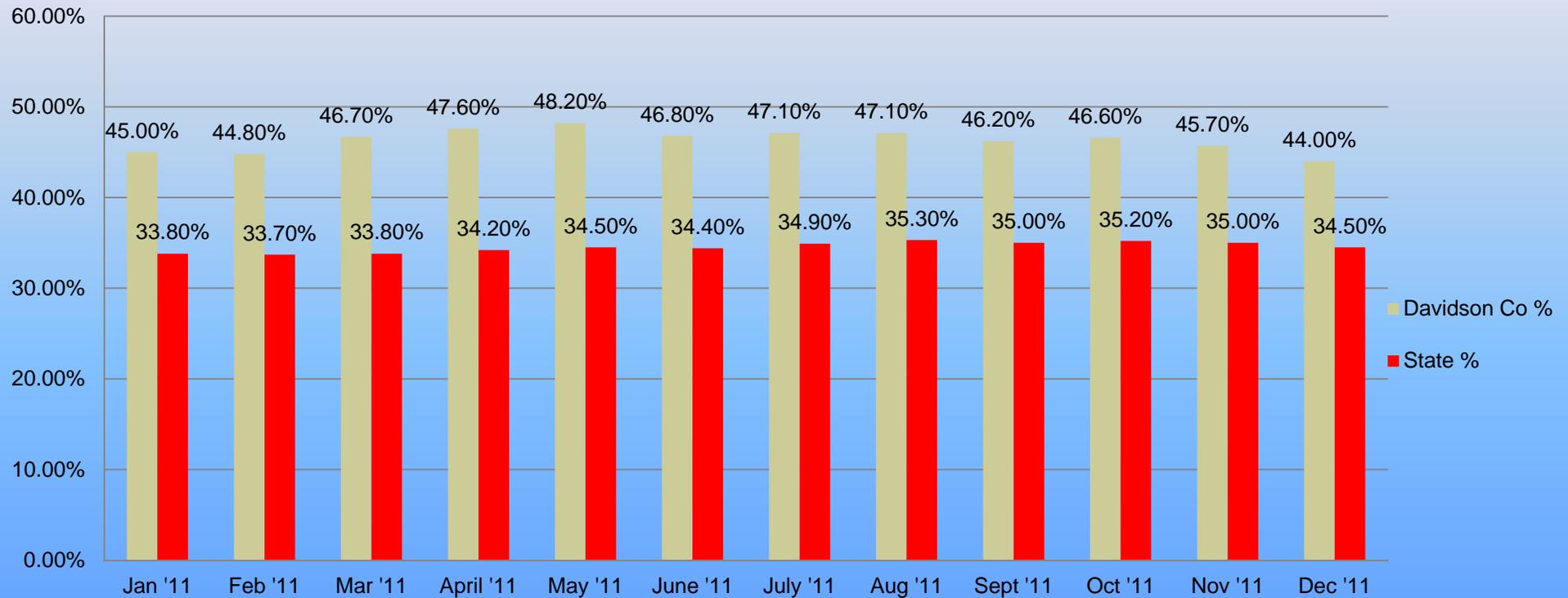
Economic Impact in FY 2011

- 215,131 vouchers issued
- \$14 million dollars in retail sales
- 95 Nashville grocery stores participated
- 56 full time WIC employees

Breastfeeding Program

- Highest Breastfeeding rates in Tennessee

**2011 Infant Breastfeeding Rates
Davidson Co WIC & state of TN rates**



WIC New Food Package 2009

- Changes
 - Nutrient recommendations and dietary guidelines
 - Food supply and dietary patterns
 - Major health risks faced by the WIC population
 - Demographics of WIC population

Revisions Designed to:

- Encourage consumption of fruits and vegetables
- Emphasize whole grains
- Provide incentives for breastfeeding
- Be consistent with current dietary guidance for infants and young children
- Reduce saturated fat
- Increase participant choice

Finally

- WIC plays an important role in our efforts to keep Nashville's children healthy !