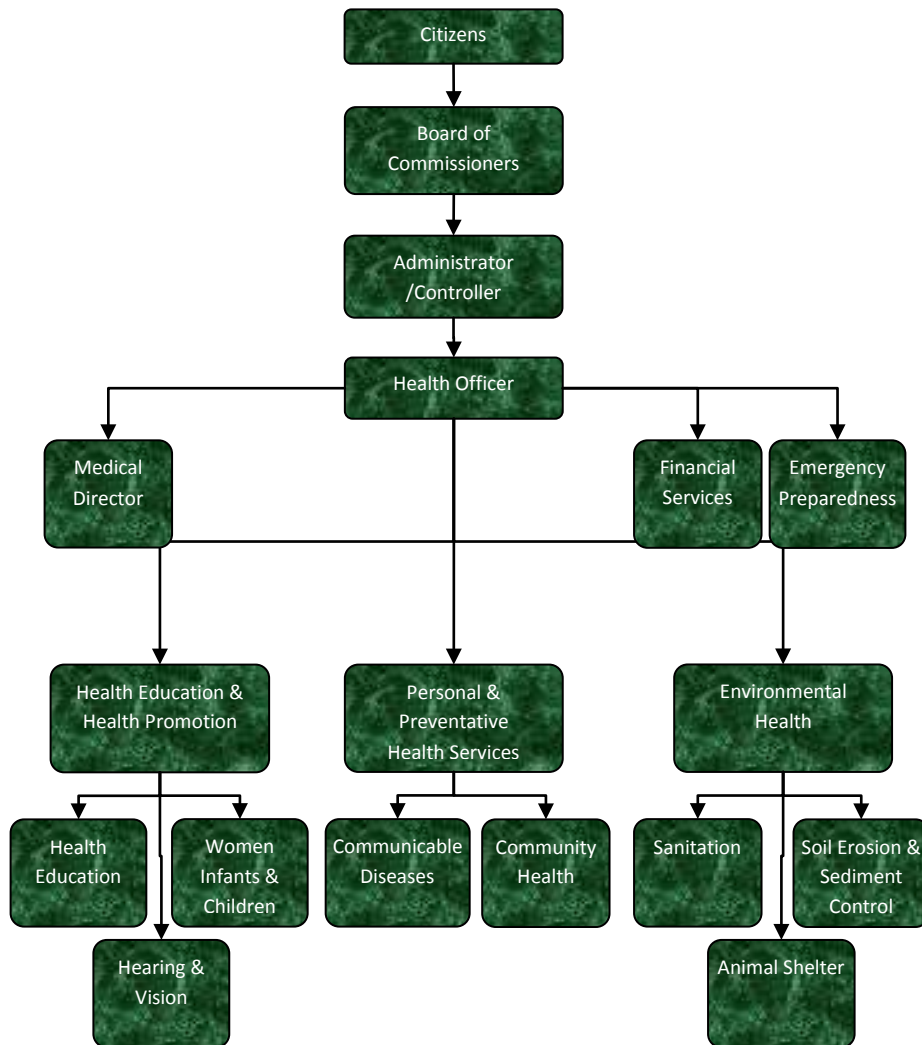


Women, Infants & Children



Activities

Participants must meet income and residential (State of MI) requirements to qualify for the program.

Nutrition education provided quarterly; individual counseling provided by Registered Dietitian for high-risk participants.

Referrals made to MIHP, Early On, Head Start, Immunization Clinic, Physicians and Protective Services as needed.

WIC food benefits issued on EBT (Electronic Benefits Transfer) card.

Breastfeeding promotion and support provided to pregnant and postpartum women.

Mission Statement

The Jackson County WIC Program provides low-income pregnant and postpartum women, infants, and children up to age five with nutrition education and supplemental foods to improve health status and to promote positive pregnancy outcomes.



Strategic Plan Impact

✓ **Healthy Community**

WIC provides low-income women, infants and children (up to age 5) with nutrition education and supplemental foods to improve a family's overall health status. WIC also strives to reduce infant morbidity and mortality rates by encouraging early and optimal prenatal care, promoting and supporting breastfeeding, and making referrals to appropriate community agencies/resources.

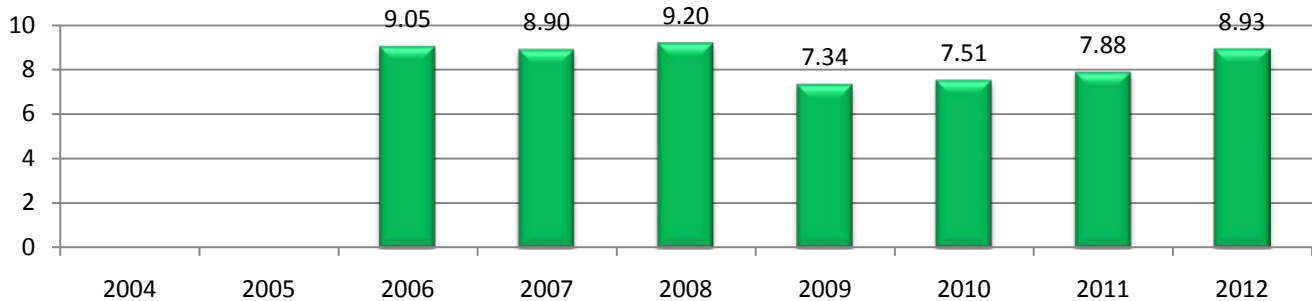
Accomplishments

- ✓ For World Breastfeeding Week 2010 (August 1-7), the Jackson County WIC program held an ice cream social and celebrated breastfeeding families of Jackson County. August has repeatedly been declared Michigan's Breastfeeding Awareness Month by current and past Governors, supporting and encouraging annual local celebrations.
- ✓ Collaboration between the local WIC program and the Fitness Council of Jackson continued through 2010 in an effort to increase physical activity in WIC families.
- ✓ During FY 2010, the Jackson County WIC program's base caseload of 5,310 was regularly exceeded each month, with a record enrollment of 5,905 in October 2009.
- ✓ As of 2009, the WIC program has successfully transitioned to a paperless, internet-based data system, "MI-WIC". System improvements continued throughout 2010.
- ✓ In the fall of 2009, the WIC program revised food packages to include fresh fruits and vegetables, low-fat dairy choices, whole grains, and high fiber foods. Jarred baby food is now issued to infants 6-11 months of age to help improve nutrition status and to encourage appropriate introduction of solids.
- ✓ The local WIC program has continued to incorporate child lead screenings into daily clinic services in attempt to increase the number of lead-screened children in Jackson County. Children with elevated lead levels are referred to the Children's Special Health Care program nurse for follow-up. For FY 2010, a record 324 children were lead screened in the WIC clinic.

Budget Adjustments

The 2012 budget includes an increase of 1.05 full-time-equivalent employees. Additional federal funding is available to support the WIC program for 2012.

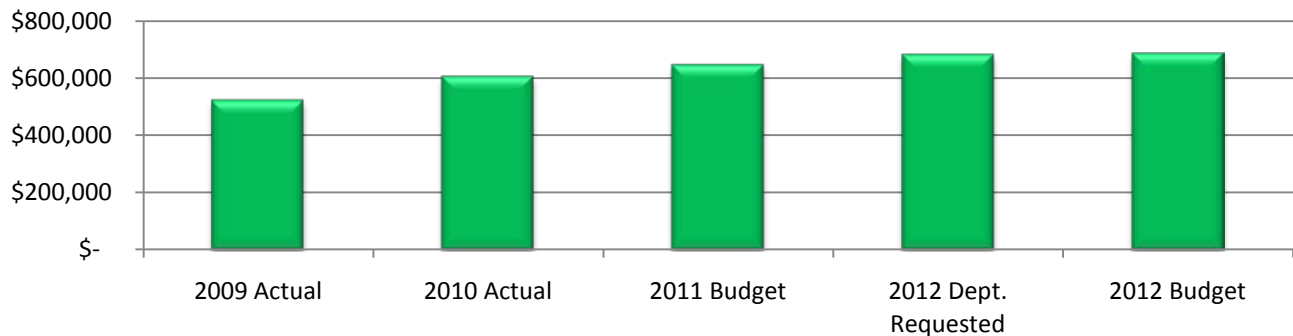
Women, Infants, & Children (WIC) FTE History



Expenditure History

	2009 <u>ACTUAL</u>	2010 <u>ACTUAL</u>	2011 <u>BUDGET</u>	2012 DEPT <u>REQUESTED</u>	2012 <u>BUDGET</u>
PERSONNEL SERVICES	499,263	555,227	550,602	645,146	649,774
SUPPLIES & MATERIALS	18,982	42,480	33,208	31,208	31,208
CONTRACT SERVICES	206	98	54,809	300	300
OTHER EXPENSES	3,272	6,550	6,240	4,240	4,240
TOTAL PROGRAM COST	\$521,723	\$604,355	\$644,859	\$680,894	\$685,522

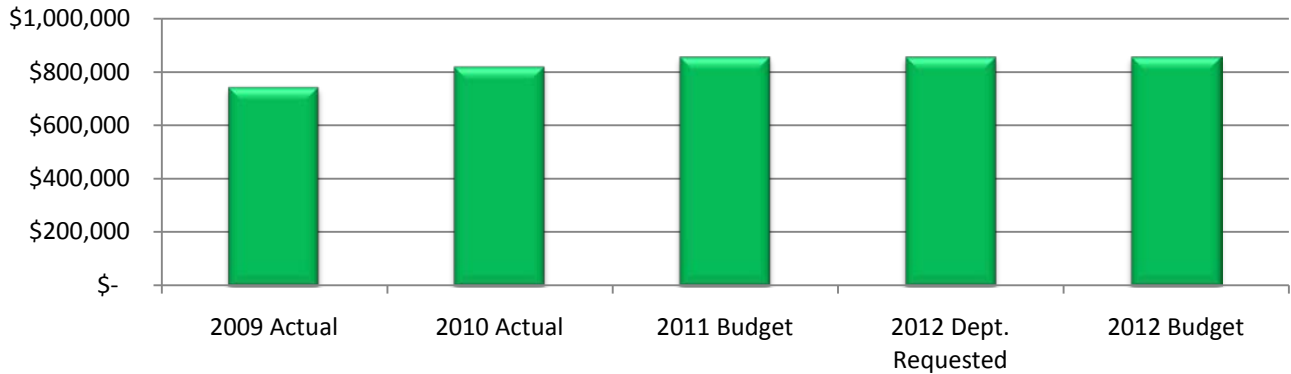
Women, Infant & Children Expenditures



Revenue History

	2009 <u>ACTUAL</u>	2010 <u>ACTUAL</u>	2011 <u>BUDGET</u>	2012 DEPT <u>REQUESTED</u>	2012 <u>BUDGET</u>
OTHER	-	1,281	-	-	-
INTERGOVERNMENTAL	743,431	819,075	857,468	857,468	857,468
TOTAL PROGRAM COST	\$743,431	\$820,356	\$857,468	\$857,468	\$857,468

Women, Infants & Children Revenues



Strategic Outcomes

Indicator	2007 Actual	2008 Actual	2009 Actual	2010 Actual	2011 Target	2012 Target
WIC impacts the community's health status by reducing chronic disease rates and other negative health indicators, as well as increasing positive health indicators.						
Breastfeeding Initiation (Ever Breastfed)	52.60%	52.4%	59%	57.3%	55%	60%
Childhood Anemia	12.20%	10.8%	10.4%	10.9%	10%	9%
Childhood Obesity (≥ 2 yrs; $\geq 95^{\text{th}}$ %)	14%	10.5%	13.2%	14.3%	10%	9%
Lead Screened Children (ages 1-3)	46.40%	1.4%	2.2%	11.8%	15%	20%
Prenatal Care - First Trimester Enrollment	83.60%	88.3%	89.7%	TBD	90%	91%
Prenatal Care - No Prenatal Care	4.60%	2.1%	0.8%	TBD	2%	1%

Other Key Indicators

Indicator	2007 Actual	2008 Actual	2009 Actual	2010 Actual	2011 Target	2012 Target
Client Enrollment	5,272	5,556	5,726	5,809	6,000	6,025
Client Participation	4,342	4,810	5,263	5,275	5,400	5,425