



# What is WIC

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The Special Supplemental Nutrition Program for Women, Infants and Children (WIC). Numerous studies show that WIC is effective and helps:

- ✓ Reduce premature births
- ✓ Reduce low and very low birth-weight babies
- ✓ Reduce fetal and infant deaths
- ✓ Reduce the incidence of low-iron anemia
- ✓ Increase access to prenatal care earlier in pregnancy
- ✓ Increase pregnant women's consumption of key nutrients such as iron, protein, calcium, and Vitamins A and C
- ✓ Increase immunization rates
- ✓ Improve diet quality
- ✓ Increase access to regular health care

# Who Do we Serve

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The WIC target population are low-income, nutritionally at risk:

- Pregnant women
- Breastfeeding women up to the last day of the month in which their infant turns 1
- Postpartum, non-breastfeeding women up to their infant's 6 month of age
- Infants up to the last day of the month in which they turn 1
- Children up to the last day of the month in which they turn 5

# Eligibility Criteria

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- Applicants must **meet income guidelines**,  $\leq 185\%$  of poverty level or qualify by adjunct eligibility– receive Title XIX Medicaid, SNAP and Temporary Assistance to Needy Families (TANF)
- Be a **resident of the state** and provide proof.
- Prove **identity**.
- **Nutrition risk:** Must have medical- or dietary-related condition that impacts nutrition health

# WIC Provides

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WIC is a short-term intervention program designed to strengthen families by influencing lifetime nutrition and health behaviors in a targeted, high-risk population.

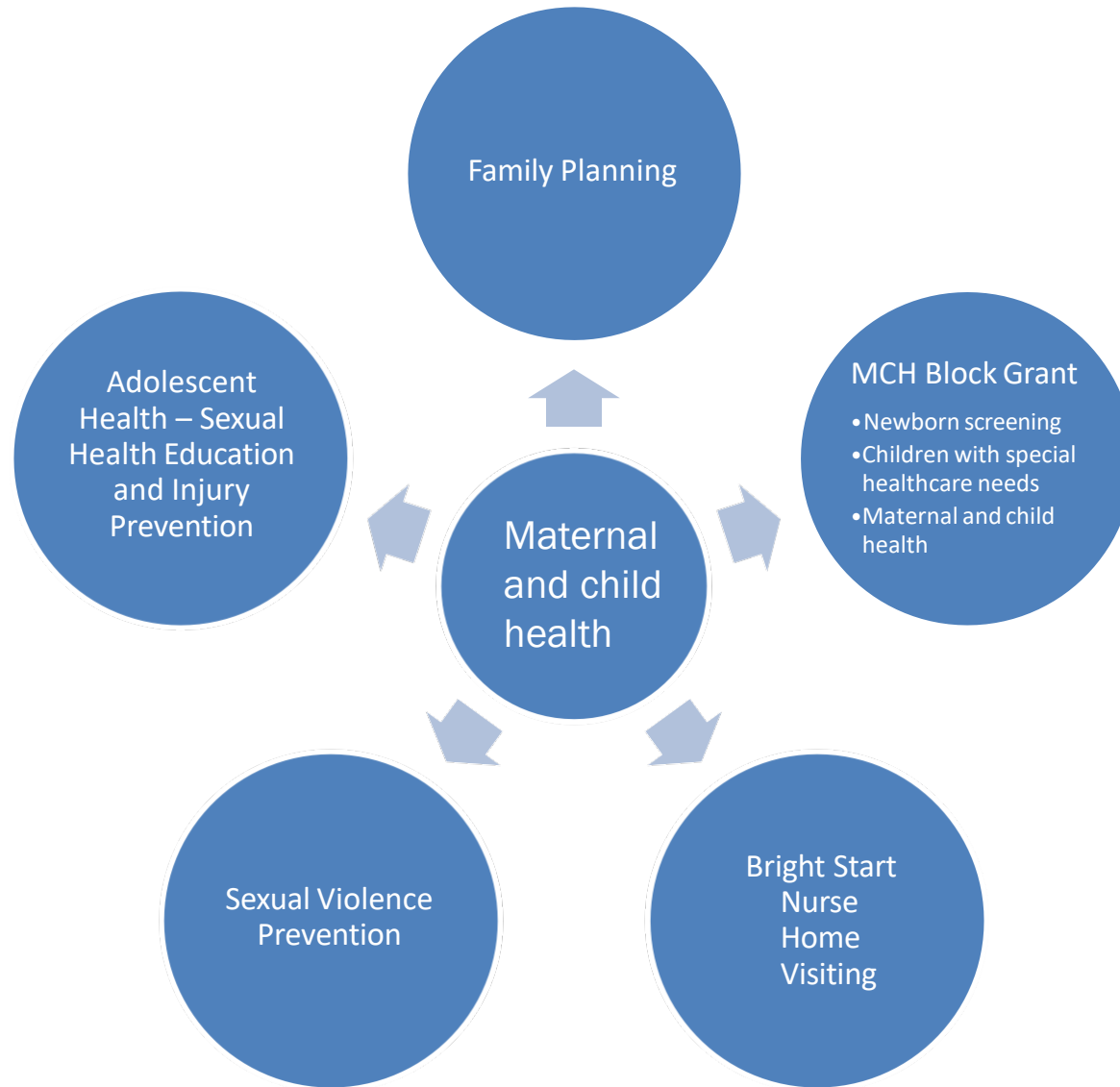
WIC provides a gateway to good health with its combination of

- **personalized nutrition education and guidance,**
  - **breastfeeding education and support,**
  - **referral information for other health and social services,**
  - **guidance on purchasing healthy foods,**
  - **guidance on healthy lifestyle activities, and**
  - **healthy foods to help supplement diets.**
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# SD WIC Innovation

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- Refer to [www.sdwic.org](http://www.sdwic.org) for information
  - New Digital Educational Library
  - Client Portal: Online application Process - Scheduling Appointments-checking food balances
    - Future: Upload documents, complete partial assessment prior to initial visit.
- Mobil Application: Shows prescribed food package, can check balance of foods available, scan foods while shopping to determine if authorized
- June – September we are able to provide cash value benefits for up to \$35.00 of vegetables and fruits.
- New food packages coming!

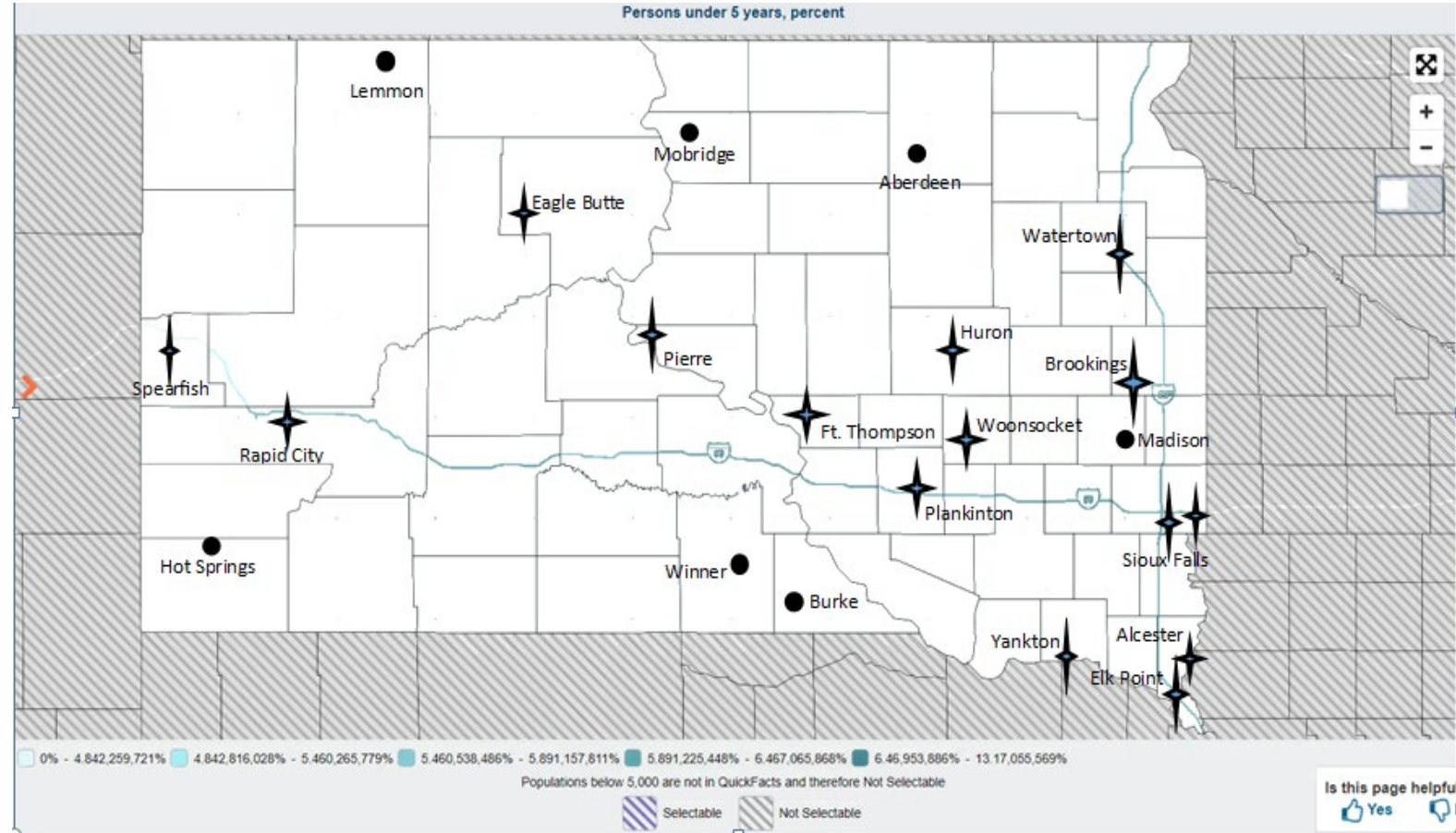


Priority	MCH Population Domain	Performance Measure
Mental health and substance misuse	Women/Maternal Health	National Performance Measure - Well-Woman Visit
Infant safe sleep	Perinatal/Infant Health	National Performance Measure - Safe Sleep
Parenting education and support	Child Health	National Performance Measure - Developmental Screening
Access to care and services	Children and Youth with Special Healthcare Needs	National Performance Measure - Medical Home
Mental health/suicide prevention	Adolescent Health	National Performance Measure - Injury Hospitalization
Healthy relationships	Adolescent Health	State Performance Measure
Data sharing and collaboration	Cross-Cutting	State Performance Measure

# Maternal Child Health Block Grant - National & State Performance Measures

# Family Planning Service Sites

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# South Dakota FP Goals

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Medical Home with Quality Healthcare services

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Make Title X services within South Dakota fiscally independent

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Increase access and accessibility to Title X services by expanding/creating partnerships with medical providers in areas of high need

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Full integration of Title X services within each service facility

# What is Bright Start Home Visiting?

The Bright Start Home Visiting Program is designed:

- ❖ For first time moms (with exceptions in Rapid City, Pine Ridge, and Sioux Falls)
- ❖ Who are resource challenged
- ❖ To be started during pregnancy, ideally before 29 weeks gestation

# Program Goals

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The expectant mom and her nurse are working toward goals including:

- ❖ Improved pregnancy outcomes
- ❖ Improved child health and development
- ❖ Increased economic self-sufficiency



Healthier  
Moms

Healthier  
Babies

Healthier  
Families

Healthier  
Communities

Healthier  
South  
Dakota!

Results for South Dakota