

South Dakota WIC Program

2025 Annual Report



As part of the Office of Family Nutrition Services, the WIC Program strives to:

- Serve with integrity & respect
- Demonstrate leadership & accountability
- Leverage partnerships
- Eliminate health disparities
- Focus on prevention & outcomes
- Promote innovation

Our Mission

South Dakota Special Supplemental Nutrition Assistance Program for Women, Infants and Children (WIC) aims to safeguard the health of women, infants, and children up to age five who are income-eligible and are at nutritional risk by providing personalized nutrition information, breastfeeding education and support, referral to healthcare and social services, and nutritious foods to supplement diets.



Vision

Every South Dakotan Healthy and Strong

Table of Contents

WIC Overview 1

Message from the Director 2

WIC Participants 3

Food Benefits 6

Breastfeeding 9

Nutrition Support 12

WIC Shopping 14

Participant Services Modernization 17

Year-end Financials 19

Economic Impact 20

Community Outreach 22

WIC Overview

What is WIC?

WIC is a United States Department of Agriculture (USDA)-administered program that offers nutrition education, breastfeeding support, healthcare referrals, and supplemental healthy foods to improve healthy lifestyle choices, promote sound food buying habits, and provide referrals to community agencies, social programs, and preventative health. The supplemental food quantities and types are designed to address inadequate nutrient intake, contribute to an overall dietary pattern consistent with national nutrition guidelines for adults, toddlers, and infants, and deliver priority nutrients to participants to meet their supplemental nutrition needs.

Who is eligible?



Women

Pregnant.

Postpartum (the period up to 12 months after birth if breastfeeding, up to six months after birth if not breastfeeding, or six months after the end of pregnancy).

Breastfeeding up to a year (until the infant's first birthday).



Infants

Until the infant's first birthday.



Children

Until the child's fifth birthday.



Residency

Applicants must live in the state or tribe in which they apply.



Income

Applicants must have income at or below 185% of the federal poverty level. Applicants on Medicaid, the Supplemental Nutrition Assistance Program (SNAP), or Temporary Assistance for Needy Families (TANF) automatically meet income guidelines.



Nutritional Risk

Applicants must be seen by a WIC program staff member who will complete a nutrition assessment. This assessment helps determine if the applicant is at nutritional risk. "Nutritional Risk" means that a person has a medical or dietary-based condition(s) that nutritionally affects their health and well-being, such as anemia.

Message from the Director



This year, the South Dakota WIC Program continued to make a meaningful difference in the lives of families across our state. Every month, thousands of parents, caregivers, infants, and young children turn to WIC not only for healthy food, but for guidance, reassurance, and support during some of the most important moments in their lives. In FY2025, more than 24,000 South Dakotans were served by WIC—proof of the program’s essential role in helping families thrive.

WIC’s mission goes far beyond food. Our staff works side-by-side with families to answer questions, provide encouragement, and tailor support to each person’s unique needs. Whether it’s a new mother learning to breastfeed, a parent navigating toddler nutrition, or a family stretching their food budget, WIC is here to help with practical tools and caring guidance. This participant-centered approach is at the heart of everything we do.

We are proud to highlight the incredible accomplishments of our breastfeeding team this year. South Dakota earned 20 USDA Breastfeeding Awards of Excellence - over half of all awards given in our region! This achievement reflects the dedication of our breastfeeding experts, peer counselors, and local WIC staff who encourage and support families through every stage of feeding their babies.

FY2025 was also a year of expanded access and new conveniences for families. Online WIC shopping launched in partnership with Buche Foods and tribal communities, making it easier for busy parents to shop when and how it works best for them. With our updated mobile app and participant portal, families can now easily check benefits, get updates, and access support—right when they need it. These tools are especially valuable for rural communities, helping families stay connected even when distances are long.

WIC’s impact reaches beyond health—our program also supports local communities and businesses. In FY2025, families purchased nearly \$12 million in WIC food benefits at authorized WIC stores across the state, strengthening local economies and supporting neighborhood grocers.

Most importantly, none of this would be possible without the trust of the families we serve and the dedication of our WIC team. Together, we are building healthier futures—one appointment, one conversation, and one grocery trip at a time.

As we look toward FY2026, we remain committed to making WIC welcoming, easy to use, and responsive to the needs of all South Dakota families. We are honored to walk alongside the parents and caregivers who work every day to give their children the best possible start in life.

Rhonda Buntrock

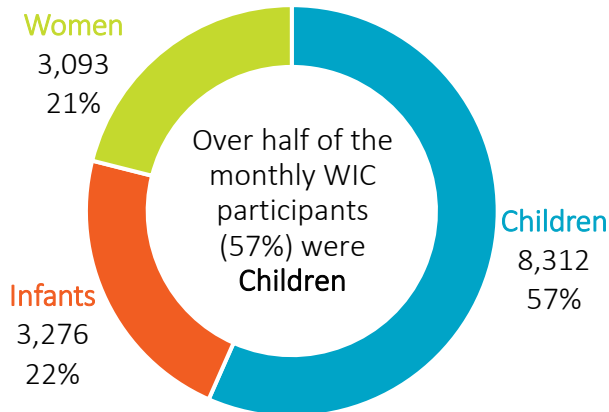
WIC Director | Office of Family Nutrition Services Administrator

WIC Participants

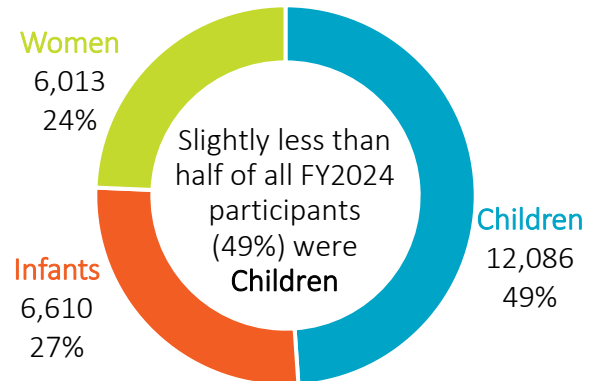
Participant Categories

Disclaimer: The data in this report reflects the South Dakota WIC Program, which is administered by the South Dakota Department of Health, Office of Family Nutrition Services. There are three (3) other tribal communities (Rosebud Sioux Tribe, Cheyenne River Sioux Tribe, and Standing Rock Sioux Tribe) that provide WIC services outside of State WIC services.

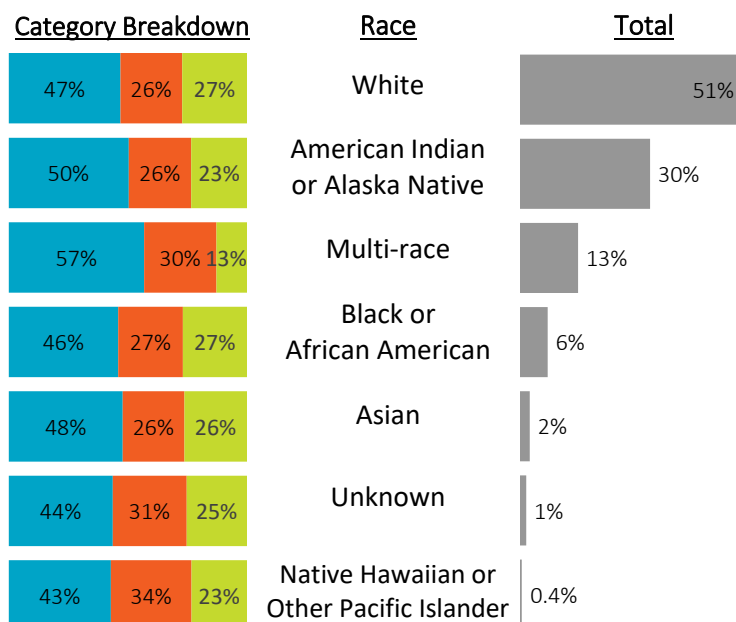
In FY2025, SD WIC serves, on average, **14,681 participants** every month.



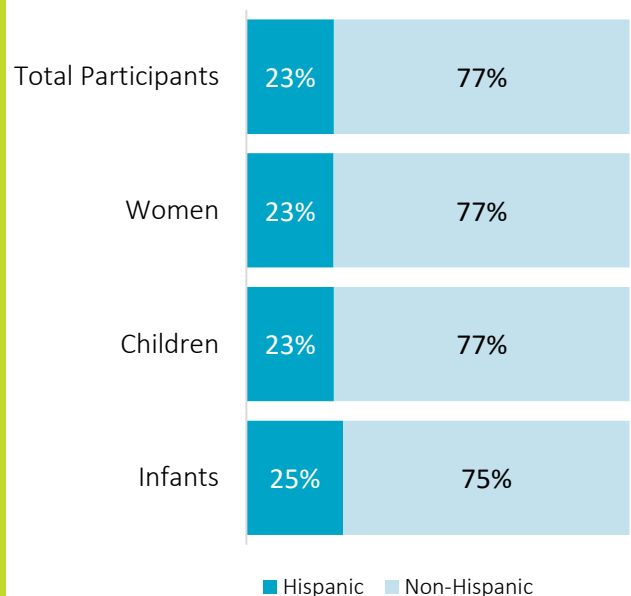
In FY2025, SD WIC served a total of **24,709 unique participants**.



In FY2025, 51% of all SD WIC Participants identified as **White**.



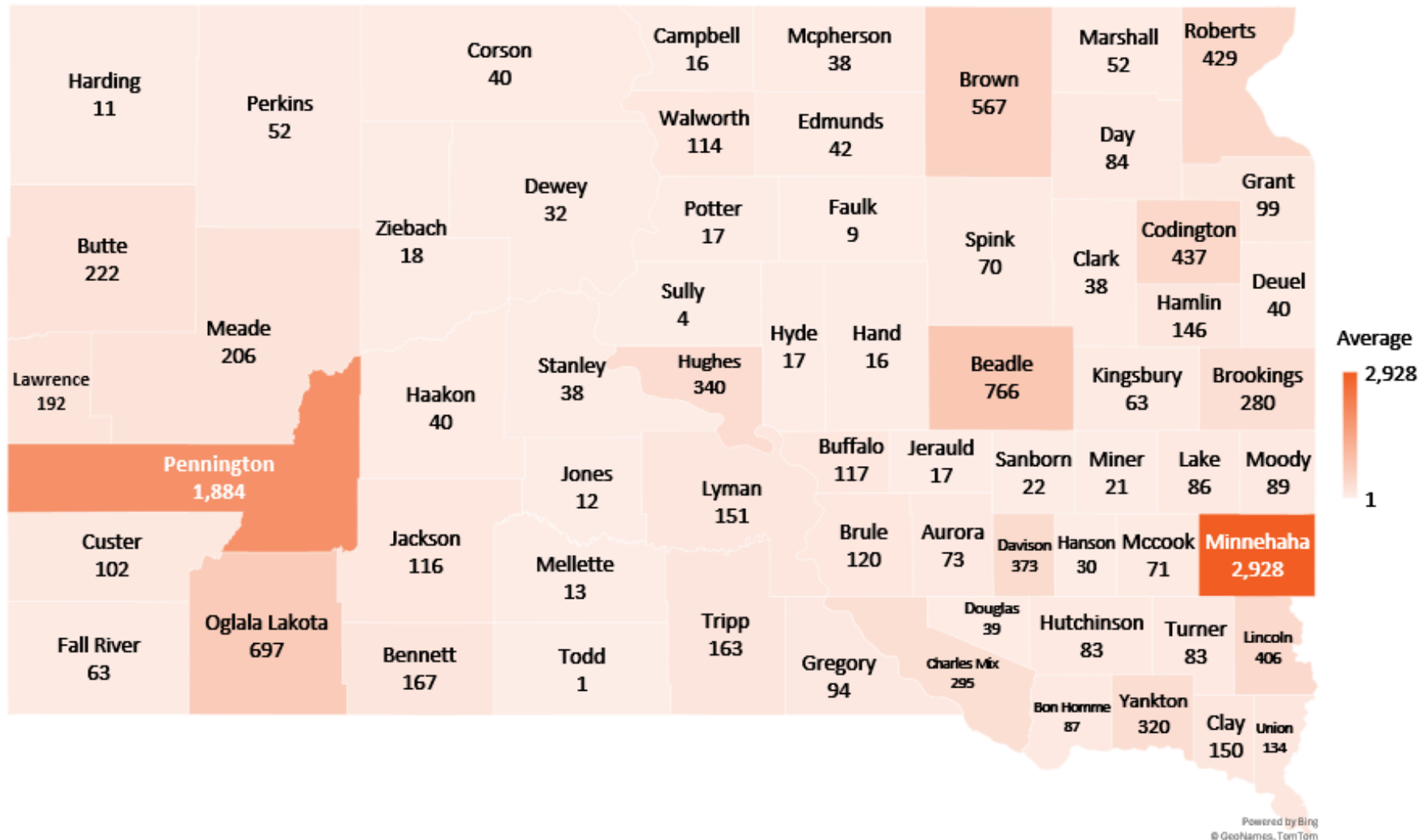
In FY2025 23% of SD WIC participants identified as **Hispanic**.



Children | Infants | Women

WIC Participants

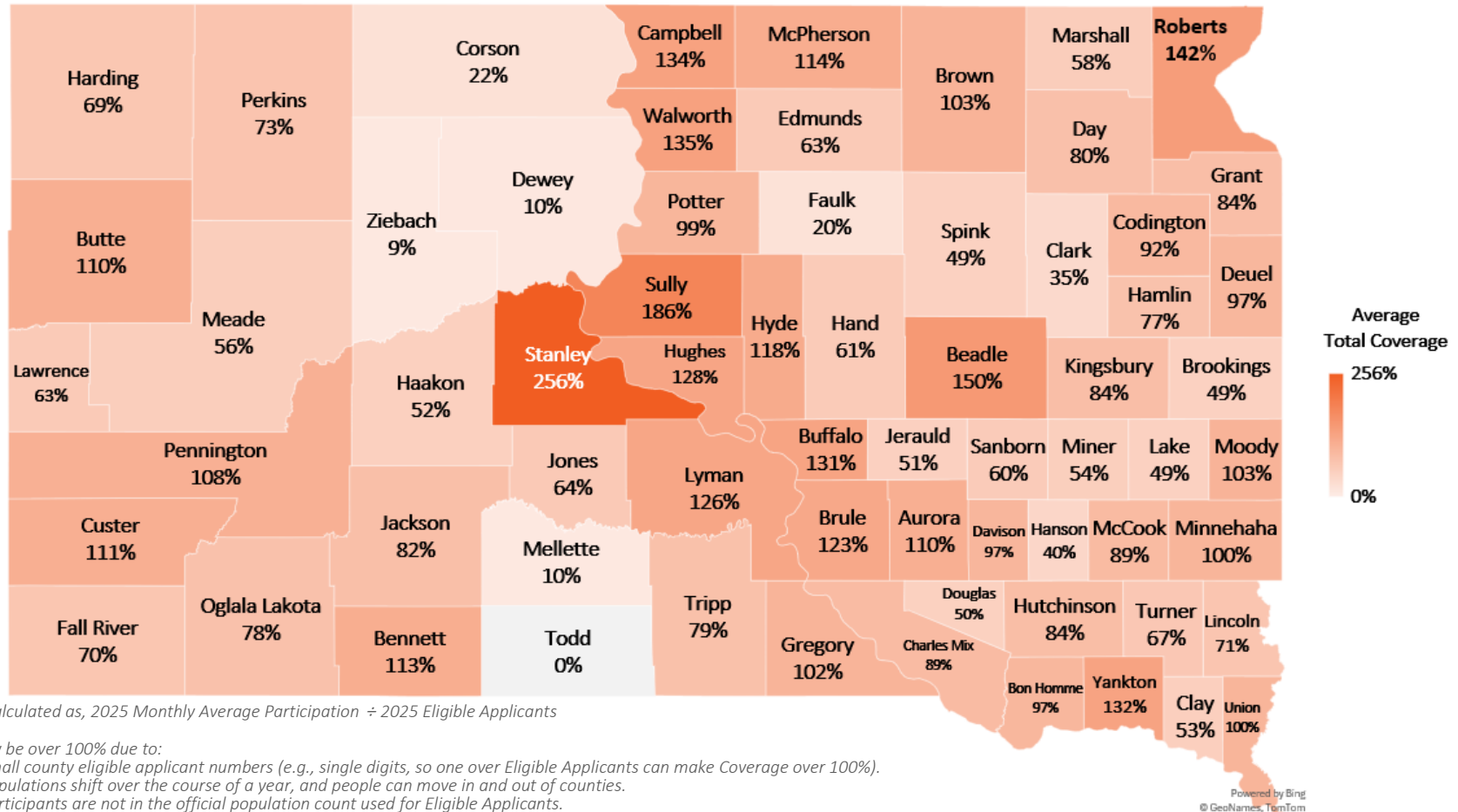
In 2025, WIC served an average of **14,681 participants** every month, and over half (57%) were children.



WIC Participants

County Coverage

Total coverage for South Dakota in FY2025 for all WIC categories was **84%**



Three tribal communities: Rosebud Sioux Tribe (Todd County), Cheyenne River Sioux Tribe (Dewey and Ziebach Counties) and Standing Rock Sioux Tribe (Corson County) provide WIC services separately from South Dakota WIC.

Food Benefits

Monthly Food Benefits

Every month, WIC participants receive food benefits that are prescribed to meet their nutritional needs based on different categories. Participant categories include women, children and infants who are further subcategorized into detailed categories. Below are example food packages that were offered in FY2025 to different participant subcategories:

Fully Breastfeeding Woman		
Food	Amount	Price
1% Milk	5 gals	\$19.11
Yogurt	1 qt	\$3.60
Cheese	2 lbs	\$6.75
Bread	1 lb	\$3.73
CVB		\$52.00
Eggs	2 doz	\$8.01
Frozen Juice	3 cans	\$8.48
Cereal	36 oz	\$13.05
Beans	4 cans	\$5.09
Peanut Butter	18 oz	\$3.25
Fish (canned)	30 oz	\$7.03
Monthly Total		\$130
Annual Total		\$1,561

Pregnant/Partially Breastfeeding Woman		
Food	Amount	Price
1% Milk	4.5 gal	\$21.20
Yogurt	1 qt	\$3.60
Cheese	1 lb	\$3.38
Bread	1 lb	\$3.73
CVB		\$47.00
Eggs	1 doz	\$4.00
Frozen Juice	3 cans	\$8.48
Cereal	36 oz	\$13.05
Beans	4 cans	\$5.09
Peanut Butter	18 oz	\$3.25
Monthly Total		\$113
Annual Total		\$1,354

Postpartum Woman		
Food	Amount	Price
1% Milk	3 gal	\$11.46
Yogurt	1 qt	\$3.60
Cheese	1 lb	\$3.38
CVB	-	\$47.00
Eggs	1 doz	\$4.00
Frozen Juice	2 cans	\$5.65
Cereal	36 oz	\$13.05
Peanut Butter	18 oz	\$3.25
Monthly Total		\$91
6 Month Total		\$548

Children 13-24 Months		
Food	Amount	Price
Whole Milk	3 gal	\$12.11
Whole Fat Yogurt	1 qt	\$3.64
Cheese	1 lb	\$3.38
Bread	1 lb	\$3.73
Pasta	1 lb	\$1.83
CVB	-	\$26.00
Eggs	1 doz	\$4.00
Juice	128 oz	\$8.53
Cereal	36 oz	\$13.05
Peanut Butter	18 oz	\$3.25
Monthly Total		\$80
Annual Total		\$954

Children 2-4 Years		
Food	Amount	Price
1% Milk	3 gal	\$11.46
Yogurt	1 qt	\$3.60
Cheese	1 lb	\$3.38
Bread	2 lb	\$7.46
CVB	-	\$26.00
Eggs	1 doz	\$4.00
Juice	128 oz	\$8.53
Cereal	36 oz	\$13.05
Peanut Butter	18 oz	\$3.25
Monthly Total		\$81
Annual Total		\$969

Infant 0-3 Months		
Food	Amount	Price
Similac	9 cans	\$196.19
Monthly Total		\$196
3 Month Total		\$589

Infant 4-5 Months		
Food	Amount	Price
Similac	10 cans	\$217.99
Monthly Total		\$217.99
2 Month Total		\$435.97

Infant 6-8 Months		
Food	Amount	Price
Similac	7 cans	\$152.59
Baby Food	128 oz	\$19.41
Infant Cereal	24 oz	\$9.64
Monthly Total		\$182
3 Month Total		\$545

IFF 9-11 Months		
Food	Amount	Price
Similac	7 cans	\$97.79
CVB	-	\$11.00
Baby Food	64 oz	\$28.80
Infant Cereal	24 oz	\$43.04
Monthly Total		\$180.62
3 Month Total		\$541.87

Food Benefits

The WIC New Food Rule

Every 10 years, the USDA reevaluates the WIC program food packages to determine necessary changes to better align with current nutritional science. The WIC New Food Rule is based on recommendations from the Dietary Guidelines for Americans (DGA) and independent recommendations from the National Academies of Sciences, Engineering, and Medicine (NASEM).

Any changes in the amount of food and available options are determined based on the extensive research aimed at improving participant health outcomes and increasing flexibility for families.

Key Changes to the WIC Food Packages

Increased Access to Healthy Foods



More choices for milk substitutes



Updated whole-grain options with more variety



Expanded protein options for women and children



More flexibility for families with allergies and special dietary needs



More options to swap certain foods to better fit family preferences

Increased Flexibility



Permanently increasing fruit and vegetables dollars



Less juice, with the option to choose more fruits and vegetables instead



Infant food packages updated to better match feeding stages



Healthier options across multiple food groups (more nutrients, less added sugar)

Training Staff to Implement the New Food Rule



To ensure staff were fully prepared for the 2026 New Food Rule changes, extensive care and consideration went into the training plan. South Dakota WIC collaborated closely and consulted with several surrounding states to gather insights and ideas on the most effective training approaches. Ultimately, the team decided to deliver the training in three stages, supported by helpful review materials, a channel to ask questions throughout the process, and timely follow-up after each session.

Food Benefits

Aim of the training

- Explanation of the changes that were occurring.
- Discussion on why the updates were important.
- Highlighting the benefits for participants and families.
- Emphasizing support for medical, cultural, and personal dietary needs.
- Encouraging staff engagement and excitement for the changes

Training in food packages changes

- Reviewed updated food package options.
- Used side-by-side comparisons of the current and the new packages.
- Clearly outlined and discussed each modification.
- Ensured staff understanding before implementation
- Encouraging participant education ahead of January 1, 2026, rollout.

New foods

- Presented visuals of the newly approved foods.
- Hosted interactive discussions.
- Provided easy-to-follow handouts and reference materials.
- Highlighted culturally responsive food additions.
- Introduced oats, tofu, flavored tuna, masa harina, and new whole grain cereals.

After each stage of training, staff received a summary and supplemental materials to support their understanding and prepare them to educate participants about the upcoming changes. Based on staff feedback, this phased, high support approach proved highly effective and will likely serve as a model for future projects of this scale.

Looking Ahead

In FY2026, the new food rule will be implemented. Staff are ready to provide the support needed for participants to make this transition through giving them new food packages and addressing any concerns that may arise from the changes while maintaining the overall goal of assisting the participants in eating healthily.

Resources:

1. [https://www.fna.usda.gov/resources?f\[0\]=resources_langcode:en&f\[1\]=resource_type:382&f\[2\]=program:32](https://www.fna.usda.gov/resources?f[0]=resources_langcode:en&f[1]=resource_type:382&f[2]=program:32)

Breastfeeding

In FY2025, South Dakota WIC demonstrated exceptional breastfeeding support and won multiple awards. **USDA Breastfeeding Awards of Excellence** honor local WIC agencies that provide exemplary breastfeeding promotion and support activities. The awards recognize agencies that have implemented strong peer counseling programs and increased breastfeeding initiation and duration rates among WIC participants.

20 SD WIC sites were awarded in FY2025. There were 39 awards given in the Mountain Plains Region and 181 awards nationally. As such, 51% of all Region awards and 11% of all National awards were to South Dakota sites.

- **2025 Gold winners** “(Awards are good for 3 years): Brown, Brule, Buffalo, Day, Dewey, Gregoy, Hamlin, Kingsbury, Lyman, Winner, Ziebach
- **2025 Premier winners:** Brookings, Brule, Butte, Codington, Gregory, Hughes, Lawrence, Meade, Walworth
 - This is up from only 2 premier awards (and the first ever) in 2024.

How WIC Supports Breastfeeding Mothers



WIC Sites

- Breastfeeding is welcome at WIC sites.
- Breastfeeding displays and educational materials are available and visible to participants.



WIC Staff

- Encourage breastfeeding
- Provide information and support during pregnancy for a strong start with breastfeeding
- Assess breastfeeding during appointments
- Provide support and education, especially during milestones critical to breastfeeding success
- WIC Staff includes
 - 31 Designated Breastfeeding Experts
 - 9 Certified Lactation Counselors
 - 1 International Board-Certified Lactation Counselor



Breastfeeding Pumps and Aids

- WIC provides the following as applicable: multi-user (hospital grade) breast pump, single-user breast pump, manual breast pump, breast shells and inserts, nipple shields, and more.



Supplemental Foods

- Breastfeeding mothers receive larger and more varied food packages and food benefits for 12 months postpartum.

Resources:

2. <https://www.fna.usda.gov/wic/breastfeeding-award/awardees#mpro>

Breastfeeding

The Role and Impact of the Breastfeeding Peer Counselor Program (BFPC)

2024-2025 BFPC Program Annual Report

- 56% of pregnant and postpartum WIC participants
 - 44,877 total contacts
 - 468 “Graduates”



1300 Participants
per Month



7 Breastfeeding
Classes per Month



2 Breastfeeding
Support Groups per
Month



610 Hours
per Month

Impact In Numbers

9 Peer Counselors and **1** International Board-Certified Lactation Consultant on staff (Growing Up Together).

99% of participants used the information that was shared with them.

99% of participants who needed it were provided assistance in the evening or on the weekends.

79% of participants were **VERY SATISFIED** with the education and support they received from the BFPC Program.

18% of participants were **SATISFIED** with the education and support they received from the BFPC Program.

93% of participants **STRONGLY AGREE or AGREE** that the BFPC program helped them reach their breastfeeding goal.

100% of participants would use the program again or recommend the program to another mom.

Breastfeeding

Participant and Peer Counselor Comments

Emotional Support

- “The peer counselor was great. When I felt defeated and wanted to give up, her support helped me to keep going. My family is very negative towards breastfeeding, so it was essential to have someone to support me. I didn’t have this program with my first and I only breastfed for 6 weeks. So, making it over a year is a blessing. Thank you!!”
- “She was so helpful at any time of the day when I needed help with breastfeeding topics or otherwise! She eased my anxiety, gave me useful information and I could genuinely feel that she cared for both me and my daughter. I can’t wait to utilize the program again with my next child!

Education and guidance

- “I encourage this program to every mama; my counselor was very helpful and gave me great information. She also was on point with how my body and baby will transition in the months of growth. Thank you”
- “I appreciate the constant support throughout my breastfeeding journey. Also, the info she provided me were based on the current age of my baby so that helped me to better understanding my baby and give him what he needs at the time. It was amazing to have someone to contact about my breastfeeding questions.”

Confidence and Empowerment

- “The breastfeeding peer counselor program was truly a blessing for me. The support and guidance I received made a world of difference during this journey. I gained so much valuable knowledge that I hadn’t known before, and I feel so grateful for the experience. I wholeheartedly encourage other mothers to embrace the journey of breastfeeding without fear. It can be challenging, but with the right support, it can also be incredibly rewarding.”

Culturally Responsive Support

- “They are wonderful, they gave me peace, wisdom, and a lot of tranquility, thank you for everything, and especially for making my breastfeeding easier.”
 - Spanish-speaking participant

Comment from a Peer Counselor

- “I’m grateful to be part of such a compassionate and dedicated team and look forward to another year of helping moms feel confident and supported in their breastfeeding journeys.”
 - Ashley

Nutrition Support

The South Dakota WIC program supports participants by providing tailored, evidence-based nutritional support and guidance that translates nutritional science into practical, everyday habits. It empowers low-income pregnant women, new mothers, and caregivers to prevent chronic diseases, manage nutritional risks, and stretch their food budgets effectively.

Core methods include:



Personalized Counseling: Participants receive one-on-one sessions or group classes with nutrition professionals, focusing on individual concerns like food allergies, kid-friendly meal planning, and proper portion sizes.



Specialized Breastfeeding Support: Expectant and postpartum mothers receive focused education on infant feeding options, lactation techniques, and nutritional milestones.



Budget-Friendly Shopping Strategies: Participants learn how to maximize their WIC food benefits by selecting nutrient-dense options such as whole grains, legumes, fruits, and vegetables.



Developmental Education: Caregivers are taught how to introduce solid foods safely, transition toddlers to healthy diets, and create balanced meals using evidence-based standards.

In FY2025 South Dakota WIC emphasized empowering families by providing **Value Enhanced Nutrition Assessment (VENA)** to staff, to enhance participant-centered care.

At the heart of the WIC mission is a commitment to healthy futures. Through personalized nutrition support, WIC staff empower participants to make informed, lifelong wellness choices. This impact relies entirely on how we connect with the families we serve. By utilizing VENA guidance, our staff foster collaborative partnerships that empower participants to lead the conversation.

VENA equips counselors with advanced open-ended questioning and active listening skills. This creates a supportive space tailored to helping participants identify their own unique health priorities and providing an opportunity for growth. Whether a caregiver wants to introduce more vegetables to a picky eater or a new mother navigates how to prioritize her own nutrition alongside her baby's needs, WIC staff provide the tailored education and resources needed to make those milestones achievable. By investing in comprehensive VENA training, we ensure our team is fully equipped to help participants take ownership of their health journey, one positive choice at a time.

WIC nutrition support significantly improves maternal and child health by fostering healthy eating habits, boosting breastfeeding rates, and preventing nutritional deficiencies. This participant-centered service reduces the incidence of low-birth-weight babies, decreases childhood anemia, and supports long-term cognitive and physical development (1,2).

Nutrition Support

The impact spans multiple key areas of health and well-being including:

Healthier Pregnancies: Women who participate receive earlier prenatal care and are less likely to experience premature births or deliver low-birth-weight infants. It also lowers the risk of inadequate gestational weight gain (1,2).

Better Child Nutrition: Education emphasizes nutrient-dense foods (like fruits, vegetables, and whole grains), which reduces the incidence of childhood iron deficiency anemia and improves overall cognitive and behavioral development (2).

Quotes from the Community Innovation And Outreach grant project:

“ The staff was absolutely wonderful and so helpful in answering all my questions! ”

“ They are always helpful and listen to any and all questions I may have. ”

“ Educational, supportive, and very helpful in everything that they do! ”

Resources:

3. Center on Budget and Policy Priorities - WIC Works: A Cost-Effective Investment in Improving Low-Income Families' Nutrition and Health” <https://www.cbpp.org/research/food-assistance/wic-works-a-cost-effective-investment-in-improving-low-income-families-0>”
4. USDA – How WIC Helps - <https://www.fns.usda.gov/wic/helps>

WIC Shopping

Food Settlement (Reimbursement to stores by WIC) by Category

In FY2025, \$11,898,635 was reimbursed to the stores for food purchased by the participants. Infant formula accounted for the largest share of total settlement amount, representing approximately 30% of the total settlement amount. Consistent with the previous year, eggs experienced the greatest increase in settlement amount, rising by approximately 60%. South Dakota WIC remains committed to providing a convenient shopping experience that supports participants in accessing healthy foods.

Category	FY2025 Amount	Percent of Total Food Redemption	Percent Difference from FY2024
Infant Formula (If)	\$3,659,654.28	30.8%	▲ 3.4% (\$120,862.56)
Fruit & Vegetables C	\$2,887,261.84	24.3%	▲ 5.4% (\$147,875.76)
Exempt Infant Formul	\$1,050,690.41	8.8%	▲ 1.6% (\$16,672.41)
Low-Fat/Fat-Free Mil	\$809,526.93	6.8%	▲ 2.5% (\$20,052.38)
Breakfast Cereal	\$600,915.87	5.1%	▼ -2.0% ((\$12,382.22))
64 Ounce Juice	\$482,771.25	4.1%	▲ 1.9% (\$9,062.68)
Cheese	\$421,110.44	3.5%	▲ 2.4% (\$9,759.98)
Eggs	\$415,153.22	3.5%	▲ 60.3% (\$156,185.14)
Bread/Whole Grains	\$308,829.92	2.6%	▼ -2.7% ((\$8,548.45))
Whole Milk	\$293,595.23	2.5%	▲ 8.8% (\$23,719.61)
Infant Fruits And Ve	\$242,231.22	2.0%	▼ -3.0% ((\$7,496.63))
Mature Legumes	\$207,586.44	1.7%	▼ -2.0% ((\$4,201.56))
Yogurt	\$179,332.23	1.5%	▲ 3.6% (\$6,278.96)
WIC-Eligible Nutriti	\$149,202.58	1.3%	▼ -3.1% ((\$4,753.27))
12 Oz Frozen Juice	\$88,453.16	0.7%	▼ -4.7% ((\$4,361.72))
Infant Cereal	\$46,466.72	0.4%	▼ -12.7% ((\$6,776.33))
Infant Meats	\$21,854.02	0.2%	▼ -4.9% ((\$1,125.86))
Fish	\$21,137.24	0.2%	▼ -0.9% ((\$190.29))
2% Milk	\$12,818.56	0.1%	▼ -8.1% ((\$1,132.07))
Hard Boiled Eggs	\$32.76	0.0%	▲ 68.7% (\$13.34)
Single Serve Yogurt	\$6.86	0.0%	▼ -77.1% ((\$23.05))
Single Serve Juice	\$3.28	0.0%	▼ -61.8% ((\$5.30))
Total	\$11,898,634.46	100.0%	▲ 4.0% (\$459,486.07)

WIC Shopping

Improving the Shopping Experience

In December 2021, the South Dakota and Rosebud Sioux Tribe WIC Programs were awarded an online shopping grant by the USDA's Food and Nutrition Service and administered by the Center for Nutrition and Health Impact. In partnership with regional grocer, Buche Foods, WIC online shopping launched February 2025, with a small group of South Dakota and Rosebud Sioux Tribe WIC participants at the Pine Ridge and Mission Buche Foods. Pine Ridge is located on the Oglala Lakota Indian Reservation and Mission is located on the Rosebud Indian Reservation.

After a successful launch at the two pilot stores, the project expanded to Buche Foods stores in Gregory, Wagner, and Oacoma.



Online shopping allows WIC participants to shop anytime and anywhere with their phone, tablet or computer, making it convenient for busy schedules.



Shoppers can filter their search for WIC approved items only, making it easier to shop for WIC and avoid questions at checkout.



WIC, SNAP, credit and debit cards, and cash are approved payment types with Buche Foods, which allows participants to purchase all their groceries in one order.

WIC Shopping

Vendor Portal & Retailer App



Welcome to the South Dakota WIC Program's
Vendor Portal



The Vendor Portal serves as a centralized access point where vendors can complete their application, review and update the WIC-approved items sold in their store, and access submitted documents. Through the Retailer App, store representatives can report issues, upload documents directly to the WIC Program, scan barcodes to verify WIC eligibility, and submit product information for potential inclusion on the Approved Product List (APL).



Key highlights or milestones from FY2025



WIC online shopping is available at Buche Foods grocery stores in Gregory, Mission, Oacoma, Pine Ridge, and Wagner.



South Dakota WIC began allowing WIC cards to be used at self-checkout lanes in July 2025. This option is now available at ten different retail chains with multiple store locations across the state.



Participants and authorized stores now have additional help for shopping questions through our dedicated vendor liaisons that are located in all regions and seven communities throughout the state.

Participant Services Modernization

The South Dakota WIC Program continues to advance in streamlining processes and use technology to increase efficiency and communication while reducing burden for our participants, staff, and business partners. The focus remains on expanding accessibility by meeting the participants where they are, improving participant experience, and strengthening program efficiency statewide. This section highlights new technologies, digital tools, and system improvements recently implemented.

Participant Portal & Mobile App



These platforms allow families to securely access program information, view real-time benefit availability, shopping, and redemption history, receive messages, view appointment information, upload required documentation prior to appointments and securely sign required documents outside of a site visit.



Increased access to information and services for rural and remote households through digital self-service options.



Improved visibility and convenience for families managing appointments, document submission, benefit information and timely program information which aids in the reduction of administrative processing time and improved follow-up compliance.



Provides functionality for participants to provide health history and concerns before their appointment. This reduces in-site appointment times, increased staff preparedness, and allows for more efficient and meaningful participant centered appointments focused on education and participant needs rather than administrative tasks.



Allows for the scanning of barcodes of food items for WIC eligibility during their shopping experience ahead of checkout.



Increased participant satisfaction due to flexible scheduling, mobile access, and fewer paperwork-related delays.

Participant Services Modernization

WicHealth.org



WicHealth.org is WIC's online educational platform available 24/7 to all South Dakota WIC participants. It features customized lessons, recipe libraries, community support, and flexibility. Participants complete lessons at their own pace, on their own schedule, via a computer, tablet, or mobile phone. This allows WIC to support busy parents in learning healthy habits without the need for in-person visits.

Looking Ahead



Ongoing efforts to incorporate participant feedback into future modernization planning.



Improvements to the backend WIC system to better integrate participant-entered information and automate workflow steps through a task management dashboard.



Introduction of participant self-scheduling for appointments, allowing participants to book, modify, or cancel appointments without contacting the WIC site directly.



Continued enhancement of digital tools to further support families and streamline staff workflows.

Year-end Financials

Federal Fiscal Year (FFY) 2025

Nutrition Services and Administration (NSA) Funds support includes:

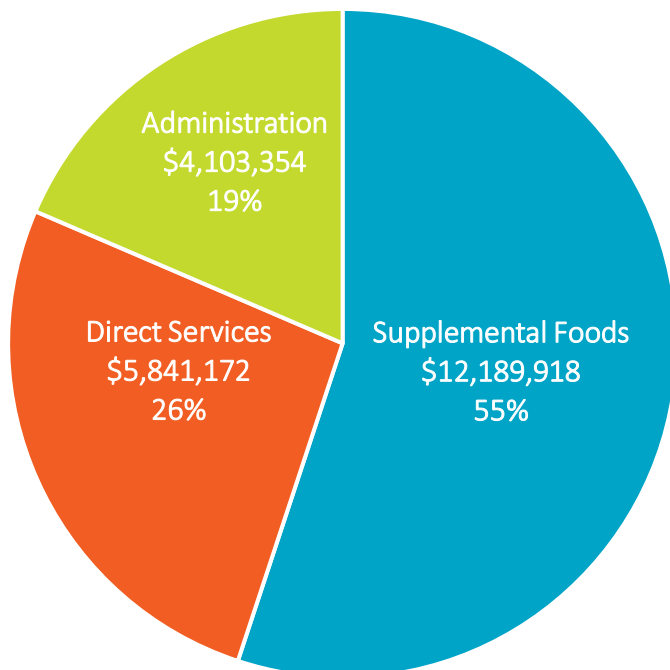
- ✧ Delivery of WIC services to participants
- ✧ Nutrition support (development of nutrition education and materials for participants)
- ✧ Breastfeeding promotion and support
- ✧ Training staff
- ✧ Program monitoring
- ✧ Program integrity (prevention of fraud, general oversight, and WIC transaction accountability)
- ✧ Outreach
- ✧ WIC-authorized vendor monitoring
- ✧ Electronic Benefit Transfer (EBT) services to support eWIC cards
- ✧ MIS development and maintenance

Food and Infant Rebate Funds Support

These are funds used for food benefits for WIC participants. In Federal Fiscal Year (FFY) 25 (October 1, 2024, to September 30, 2025), Federal Food Funding and Infant Formula Rebate totaled \$12,189,918. See page 6 for details regarding food package benefits.

Page 21 also includes a breakdown of WIC food funds redeemed per county, along with a statewide total of \$11,904,594 spent on WIC food benefits. This does not include spending on breast pumps or special formula purchases needed in specific situations.

FFY 2025 Funding Breakdown



- 55% of funds were for **Food Dollars**, which includes supplemental foods and infant formula.
- 26% of the funds were for **Direct Services** funds, which include **Nutrition education, breastfeeding support**, and client services.
- 19% of the funds were for **Administrative Services**.

Economic Impact

In federal fiscal year 2025, the South Dakota WIC program continued to demonstrate significant economic impact through its statewide network of service delivery.

The WIC program collaborated with multiple counties to assist in the provision of WIC services. Funding was provided to support personnel and space.

Additional service contracts ensured that WIC resources remained accessible to families in South Dakota.

The WIC program provided funding to support the use of interpreter services with both local and national interpreter service providers. Interpreter services help to eliminate language barriers and strengthened engagement within diverse communities.

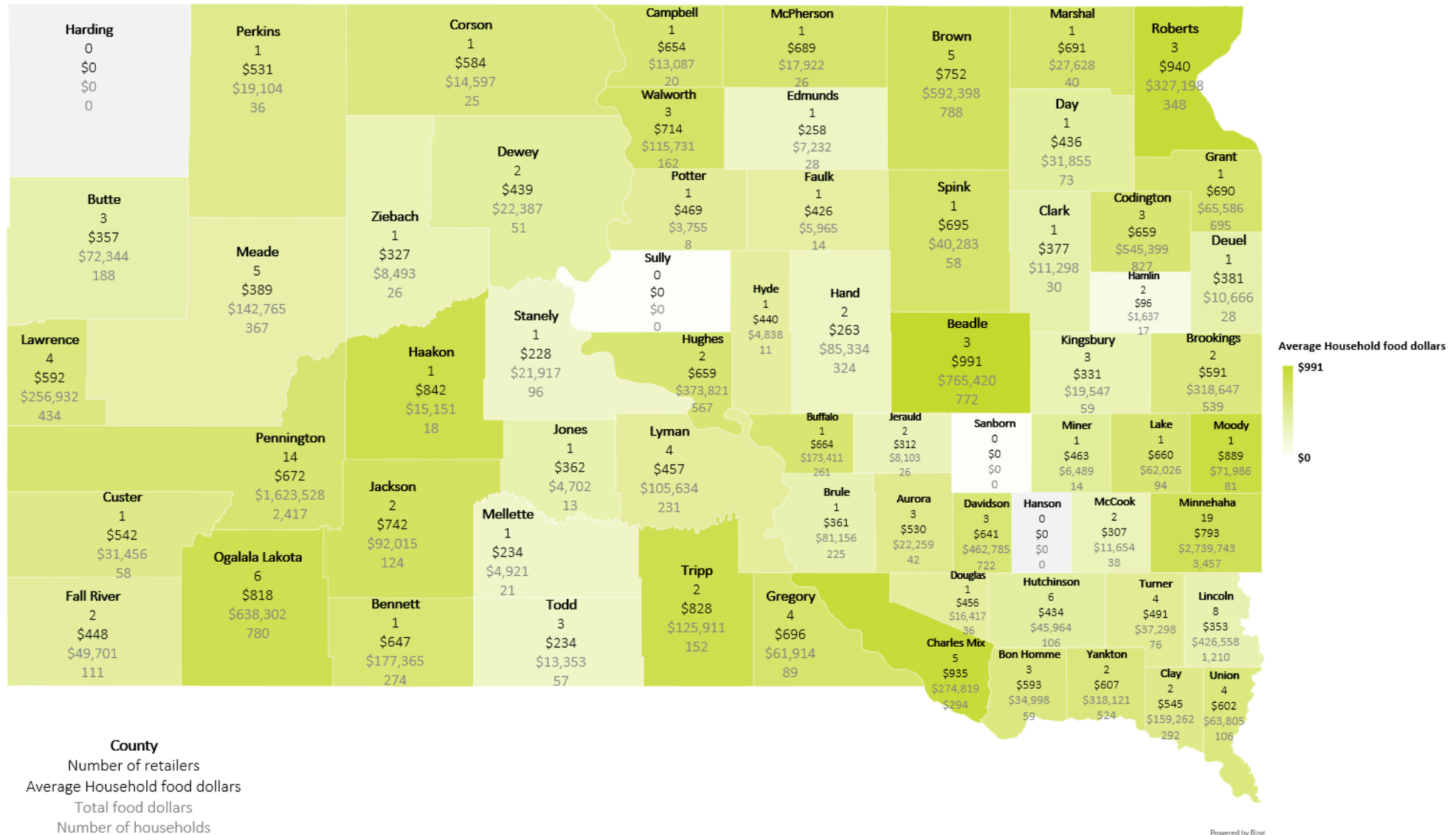


Partnerships with authorized WIC vendors enabled participants to use their food benefits locally, contributing to the stability and vitality of local economies. Despite challenges—including navigating the longest federal government shutdown toward the end of the fiscal year—WIC maintained uninterrupted support for South Dakota families and remained a critical economic and public health resource throughout 2025 by contributing around \$12 million dollars in WIC food benefits which went to local food vendors (See next page).

Economic Impact

Authorized Vendors & Food Dollars Redeemed in FY 2025

Total Number of Authorized Vendors in FY 2025: 169



Community Outreach

WIC staff from **Charles Mix County** began doing regular outreach at the **Wagner IHS prenatal class** to strengthen community collaboration by directly connecting families to services, supporting on-site education and enrollment, and building an ongoing partnership with IHS staff to better engage and serve moms, infants, and families.

WIC staff and a South Dakota State University dietetic intern partnered with Mitchell Head Start to reconnect families to WIC, complete child health screenings, assist with enrollment updates, and provide education—strengthening community collaboration and improving access to essential nutrition services. Plans will be made to do this regularly.



(Marissa Murnion, SDSU Dietetic Intern and Shelby Sampson, South Central Team Lead.)

WIC Staff from **Walworth and Ziebach County** participate in an education about fruits and vegetables in a summer program targets for the upper range of WIC participants (4–5-year-olds). They did this to reinforce healthy habits for young children and to teach them what kinds of foods are healthy.

WIC Staff in **Huron** routinely hold shopping days in the local grocery stores in Huron. They set up booths and provide their services for WIC participants who do not read English. Multiple staff in this office are bi-lingual and can communicate in the participants native languages to help participants better redeem their benefits.

The Sioux Falls WIC family support specialist meets participants at their **preferred grocery store** to assist them with any shopping issues that keeps them from being able to use their food dollars. Often these participants speak Spanish and Anna is bi-lingual so can communicate easily with them. If the participant speaks any other non-English language Anna has an interpreter meet them in at the store as well. While they are at the store, Anna also helps the participants with any app issues and/or further referral resources needed.

Community Outreach

Sioux Falls WIC Family Support Specialist participates in **The Nonprofit Exchange**. The Nonprofit Exchange is a monthly gathering designed to bring together nonprofit, social service, and human service organizations in a collaborative, supportive environment. Attending these meetings helps her learn about other organizations and how they help our community, and it keeps her in the loop about events that are coming up. It also helps to spread word about our WIC services to other non-profit agencies in town.

Sioux Falls WIC Team Lead, Stacey Skaff, Meets with the current class of Residents from the **Center for Family Medicine (CFM)** each year. The Center for Family Medicine is a teaching clinic with much of the same population WIC serves. During her time with the Residents Stacey gives them a rundown of all things WIC and how we can partner to help their patients meet their health goals. This year she also shared WIC handouts with the CFM staff so they could include them in their pregnancy care packets.

Sioux Falls WIC Team Lead, Stacey Skaff, volunteered to be a member for the **Head Start Mental Health and Nutrition advisory board**. This is the staff and advisory committee for Head Start. They meet to review Head Start policies and determine which ones need to be updated to better meet their grant requirements and improve how the program runs. This meeting provides an opportunity to connect with Head Start and other agencies associated with them. Stacey met a USD dental hygiene professor who invited her to speak to the current class of dental hygienists about how oral health affects nutrition and how nutrition plays a role in oral health.

Sioux Falls WIC partnered with the **Office of Disease Prevention**, providing them with WIC handouts to share with the **Sanford Clinic** when offering services at their Downtown Clinic.

East area WIC RD Manager, Rhonda Schelling, and Team Lead, Stacey Skaff, met with members of 3 different areas in the **Department of Social Services** for an open Q and A where each agency representative was able to ask questions and share information about their programs and how we can collaborate to better serve our population.