



## SOUTH DAKOTA WIC PROGRAM 2020 Annual Report

### DEPARTMENT OF HEALTH VISION

Healthy People – Healthy Communities – Healthy South Dakota

As a part of the **Office of Child and Family Services**, the WIC Program strives to:

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

### Our Mission

**South Dakota 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.

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# WIC OVERVIEW

## History

The Special Supplemental Nutrition Program for Women, Infants and Children (WIC) is a nutrition program that provides nutrition screening and education, supplemental foods, breastfeeding support, and referrals to healthcare and social services women who are pregnant or post-partum, infants, and children up to age 5 who are income-eligible and at nutritional risk.

The WIC Program began in the U.S. in 1972 when Congress saw substantial numbers of women, infants and children who did not have adequate access to nutrition and healthcare services. The WIC Program was first implemented in South Dakota in 1974. Currently there are 76 clinic sites throughout the state.

## Funding

WIC is implemented and funded by the United States Department of Agriculture (USDA) under Public Law 95-627, Child Nutrition Amendments of 1996 and P.L. 104-98, Section 17 of the Child Nutrition Act of 1966. Final regulations were issued in July 1988 with consolidation of WIC Regulations published in the Federal Register, Part 7 CFR 246. The South Dakota Department of Health administers the WIC Program and is responsible for all fiscal and operational requirements in accordance with federal regulations.

WIC is a discretionary grant and must be applied for each year, and Congress authorizes a specific amount of funds for the program. The overall grant fund is divided into a Food Fund and a Nutrition Services and Administrative (NSA) Fund.

In South Dakota through an agreement with Mead Johnson in 2020, infant formula rebate funds are used to purchase breast pumps and food benefits.



# WIC OVERVIEW

## What is WIC?

WIC is a nutrition and breastfeeding education and counseling program that helps 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 and excessive 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 in my community is eligible?

### **Women**

Pregnant (during pregnancy and up to 6 weeks after the birth of an infant or the end of the pregnancy).  
Postpartum (up to the last day of the month the infant turns six months old or six months after the end of the pregnancy).  
Breastfeeding up to a year (up to the last day of the month of an infant's first birthday).

### **Infants**

Up to the last day of the month of an infant's first birthday.

### **Children**

Up to the last day of the month of a child's fifth birthday.

### **Residency**

Applicants must live in the state in which they apply.

### **Income**

Applicants must have income at or below 185% of the federal poverty level. Applicants on Medicaid, the Special 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 health professional who completes a nutrition assessment to 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.

# BENEFITS OF WIC

## Program Impacts on Health Outcomes

WIC is considered one of the most successful public health programs, and its benefits are documented in numerous studies. WIC improves the health of mothers, children and babies and reduces health care costs. In South Dakota, WIC is part of the Department of Health and the Office of Child and Family Services. This partnership allows WIC clinics to be co-located with other health services, which promotes collaboration with essential health services and immediate referrals to services. Other benefits of WIC include:

### Healthy Birth Outcomes

WIC's supplemental food benefits provides vital nutrients for successful pregnancy outcomes. Research has found that WIC participation reduces the risk of infant death within one year of delivery by 33% nationally. Further, diet-related conditions are associated with several risk factors for maternal mortality. With almost 40% of women in the U.S. age 20-39 having obesity, WIC nutrition counseling is a vital intervention to strengthen nutrition outcomes for mothers and children.

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### Increased Breastfeeding Rates

WIC has been shown to positively influence a mother's decision to breastfeed. WIC's Breastfeeding Peer Counselor program improves breastfeeding initiation and duration rates for low income women. Statewide, SD WIC has 33 clinic staff, 3 central office staff, and 1 Regional Manager that are Certified Lactation Counselors (CLC). In addition, 1 WIC clinic staff is an International Board-Certified Lactation Consultant (IBCLC).

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### Adequate Growth and Development

Infants receiving WIC services are less likely to be underweight. Participating in WIC also decreases the prevalence of overweight and obesity in children. Additionally, four and five-year-old's whose mothers participated in WIC during pregnancy have better vocabulary test scores than children whose mothers did not participate in WIC.

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### Increased Consumption of Key Nutrients/Increased Density in Diet

WIC children have higher intakes of iron, potassium, and fiber. WIC nutrition education increases the consumption of whole grains, fruits, vegetables, and lower fat milk and decreases the consumption of fat and added sugar.

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### Decreased Prevalence of Anemia

Children enrolled in WIC have a lower prevalence of anemia than those who are not enrolled in WIC.

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### Improved Likelihood of Immunization

Children who participate in WIC are more likely to be immunized.

# NUTRITION AND BREASTFEEDING EDUCATION

SD WIC has registered dietitians, nutrition educators, public health assistants, and nursing staff who provide nutrition education to all WIC clients throughout their participation on the WIC Program. The nutrition services goal of WIC is to promote and encourage lifelong habits to increase participants' knowledge, attitude and behaviors to achieve a healthy lifestyle. WIC staff show participants the relationship between healthy choices, improved physical and mental health, and living happier, longer, more active lives.

In addition to overall nutrition support and education, WIC staff provide similar services to support mothers to make educated choices about how to feed their babies. These services are offered free of charge through the WIC office to pregnant women and moms who choose to breastfeed. A Breastfeeding Peer Counselor (BFPC) is a woman from the WIC community who has personal breastfeeding experience as well as specialized training in assisting moms with breastfeeding. In addition, they:

- ✧ Discuss common breastfeeding concerns with moms
- ✧ Help moms work breastfeeding into their lives
- ✧ Educate family and mom's personal support group on breastfeeding
- ✧ Provide moms with emotional support and encouragement during and after pregnancy



# WIC PROVIDES SOLID RETURNS ON INVESTMENT

## PUBLIC HEALTH OUTCOMES

Participation in WIC improves nutrition, resulting in overall healthier pregnancies, healthier birth outcomes, and better growth and development for young children. WIC helps to ensure normal physical growth as children grow and has been shown to improve cognitive development, reduce levels of anemia, improve access to regular health care and social services, and reduce the risk of child abuse or neglect. It also improves breastfeeding rates for WIC mothers through increased breastfeeding support and counseling.

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## HEALTHCARE COST SAVINGS

WIC serves over 6 million mothers and young children per month throughout the United States, including 45% of all infants born in the U.S., in rural, tribal, and urban communities. National research indicates that every dollar spent on WIC services returns at least \$2.48 in medical, education, and productivity costs based on costs associated with preterm births. Further, WIC interventions make a significant financial impact as an increase of one pound for a very low birthweight infant can save roughly \$28,000 in first year medical costs.

It has also been estimated that \$9.1 billion per year would be saved if 90% of U.S. infants were breastfed exclusively for their first year. Breastfeeding rates among WIC participants rose from 42% in 1998 to 72% in 2018.

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## BRINGS MONEY TO LOCAL COMMUNITIES

Nationally, \$4.8 billion in WIC foods are spend in over 48,000 WIC retailers. Authorized retailers include large and small stores, with at least one-quarter of WIC benefits spent at small and medium size stores across the country. WIC cost containment initiatives saved at least 1.7 billion federal tax dollars in 2019.

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## IMPROVED ACCESS TO HEALTHY FOOD FOR THE COMMUNITY

Science-based, nutritious WIC food packages improve access to healthy food for the people in our communities who need it most and increase the demand for healthy food items in local food retail outlets. WIC mothers report that the program allows them to make healthier food choices for their families. On average, WIC provides a monthly benefit of \$40.91 for healthy foods to women and children.

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## IMPORTANT TO ACHIEVING NATIONAL GOALS

WIC plays an important role in achieving national goals to end childhood hunger by 2020, prevent maternal and childhood obesity, make healthy food accessible, and improve breastfeeding rates.

References: National WIC Association. For a Stronger, Healthier America. 2021: <https://thewichub.org/the-state-of-wic/#chapter-title-page>. Accessed online June 2021

# 2020 WIC PRIORITIES AND GOALS OVERVIEW

*Everyone deserves the opportunity to eat right, eat healthy and feed their families nutritious meals. The South Dakota WIC (Women, Infants and Children) Program is a nutrition program funded by the U.S. Department of Agriculture and administered by the South Dakota Department of Health. WIC promotes bettering the health and wellbeing of low-income women, infants, and young children. The program provides information on nutritious choices which build positive eating habits to stay healthy. WIC supports South Dakotans in need by providing food benefits to participants for use in grocery stores authorized throughout South Dakota.*

*Align participant needs with our service delivery to increase participation and retention*

**Increase accessibility of services to potential eligible participants.**

**Modify and enhance current nutrition education resources to meet the needs of all.**

**Ensure acceptable food offerings meet participant needs while maintaining the nutritional integrity.**

**Promote and support breastfeeding for all mothers.**

**Provide WIC services to South Dakota residents who are in need** by serving approximately 14,800 participants per month and retaining 85% of enrolled participants.

**Build mutually beneficial partnerships with state programs to better serve high need populations.**

*Increase efficient and effective service delivery at regional and clinic level*

**Increase quality of participant experience.**

**Increase the quality and effectiveness of staff trainings.**

**Simplify food package development within SDWIC-IT by creating flexibility in food package modifications.**

**Enhance partnerships through technology to support participation and program integrity.**

**Enhance SDWIC-IT to support staff and participants by developing training and increasing clinic internet connectivity.**

**Increase the quality of program integrity monitoring in SDWIC-IT.**



# PROGRAM ACCOMPLISHMENTS

## Federal Fiscal Year (FFY) 2020

- ✧ The WIC program served an average monthly caseload of 14,150 participants. Please see charts beginning on page 14 for detailed breakdown of participant characteristics.
- ✧ The Families First Coronavirus Response Act (P.L. 116-127) provided the U.S. Department of Agriculture (USDA) with the statutory and regulatory waiver authorities necessary to safely continue WIC services amid the COVID-19 public health emergency. These waivers included physical presence, remote issuance, postponed bloodwork tests, separation of duties, remote authorization of vendors and remote local agency monitoring. With USDA's waivers in place, WIC appointments were offered by phone, food benefit cards were mailed to participants, and Program Compliance Reviews (clinic monitoring) were done virtually.
- ✧ The WIC program continues to see an increase in the number of participants utilizing the Breastfeeding Peer Counseling (BFPC) program since the program went statewide in 2017. In 2018, 27% of pregnant and breastfeeding participants were enrolled in the BFPC program. In 2019 32%, and in 2020 participation increased to 37%.
- ✧ Eight (8) SD WIC offices were awarded the Gold Loving Support Award (LSA) of Excellence for providing exemplary breastfeeding programs and support services: Brookings, Butte (Newell office), Custer, Davison, Hamlin, Meade (Faith office), Perkins (Bison office), and Yankton.
- ✧ The WIC program continues to develop innovative ways to provide services to participants. SD WIC launched One Call Now, a communication service that automatized and optimized communications with WIC participants via text messaging. SD WIC adapted to the challenges of COVID-19 by utilizing virtual platforms like Microsoft Teams and TRAIN (learning management system) for internal communications, staff training, and clinic monitoring.
- ✧ SD WIC continued to make accessibility a priority in delivering WIC services. In January 2020, information from over 150 WIC brochures were aggregated to create the online WIC Library. The online Library proved to be incredibly beneficial as WIC has been unable to provide in-person services due to the COVID-19 outbreak starting in March 2020.
- ✧ After implementing a free WIC Mobile Application that assists WIC participants while shopping, we continue to develop the app to best serve WIC participants. With the app, participants have access to lists of WIC foods, their purchases to date, and their benefit balances. In addition to shopping assistance, the app provides appointment reminders, links to other resources and a navigation tool to help find WIC vendors and WIC clinics.
- ✧ WIC is working to expand collaborative efforts with organizations that serve similar populations in South Dakota, such as Child Care Services and Head Start, 211 Helpline Center, and SNAP-ED. By working together, we can address common barriers for the people in our community who have the greatest need of our services. These barriers include time away from work and transportation issues.

# WIC INCOME GUIDELINES

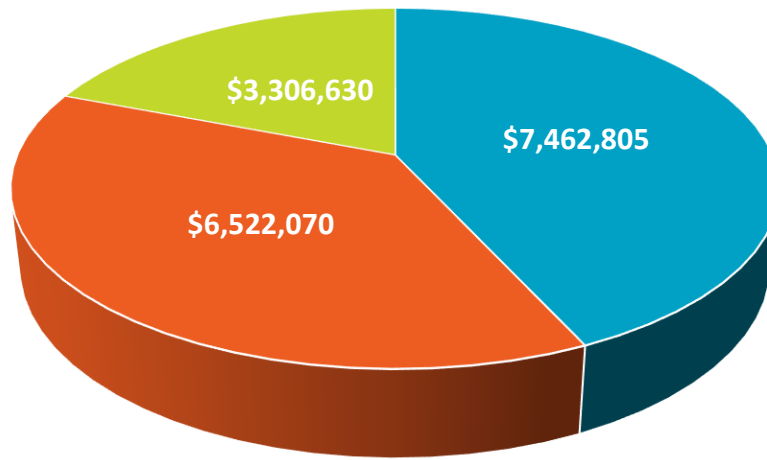
## Federal Fiscal Year 2020

FAMILY SIZE	185% OF FEDERAL POVERTY LEVEL ANNUAL
1	\$23,606
2	\$31,894
3	\$40,182
4	\$48,470
5	\$56,758
6	\$65,046
7	\$73,334
8	\$81,622
9	\$89,910
10	\$98,198
11	\$106,486
12	\$114,774
13	\$123,062
14	\$131,350
15	\$139,638
16	\$147,926
Each additional member:	\$ 8,288

# WIC YEAR-END FINANCIALS

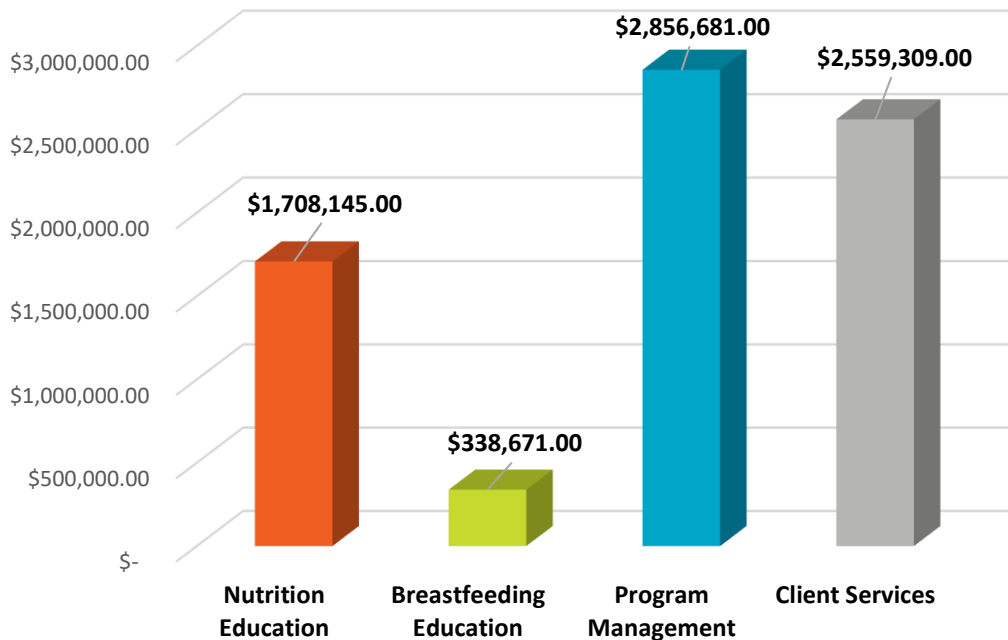
## Federal Fiscal Year 2020

### FFY 2020 Funding Sources



■ Nutrition Services & Administration ■ Federal Food Funding ■ Infant Formula Rebate

### FFY2020 NSA Expenditure Breakdown



# WIC YEAR-END FINANCIALS

## Federal Fiscal Year 2020

### FINANCIAL EXPLANATION

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#### **Nutrition Services and Administration (NSA) Funds Support includes:**

Delivery of services to participants

Nutrition education (development of nutrition materials, education to participants)

Breastfeeding promotion and support

Training

Program monitoring

Program integrity (prevention of fraud, general oversight, and WIC transaction accountability)

Outreach

Retail monitoring

Banking services

Management Information System development and maintenance

#### **Food and Infant Rebate Funds Support**

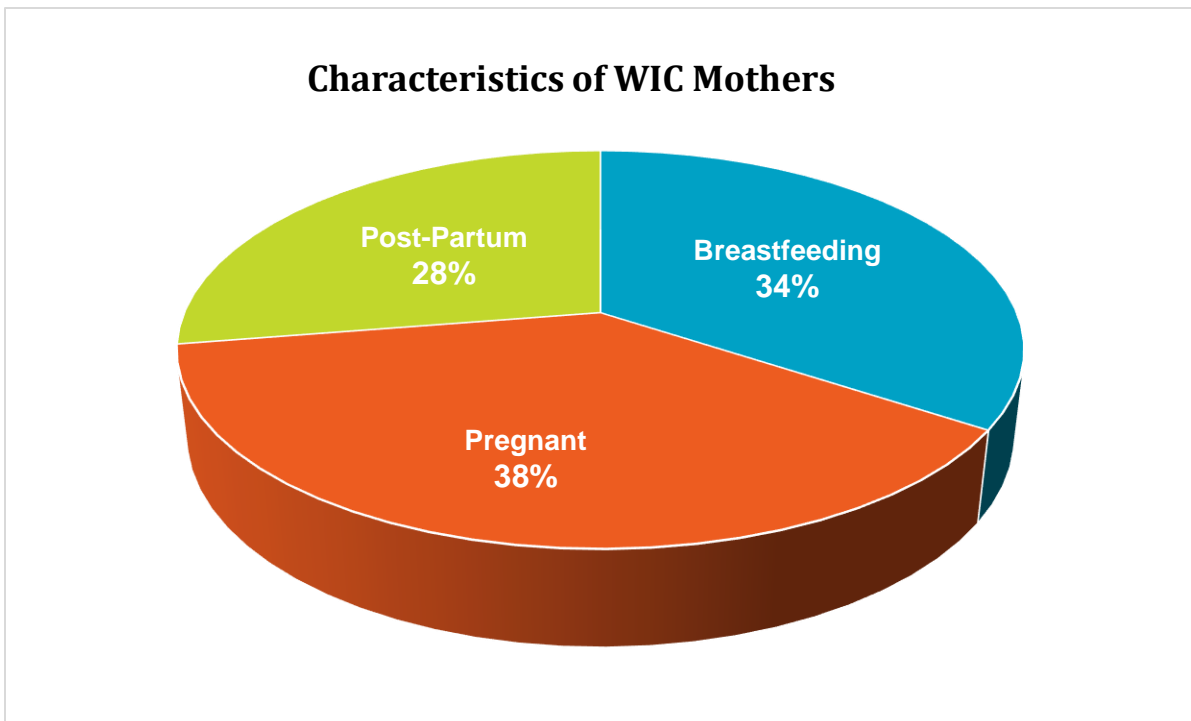
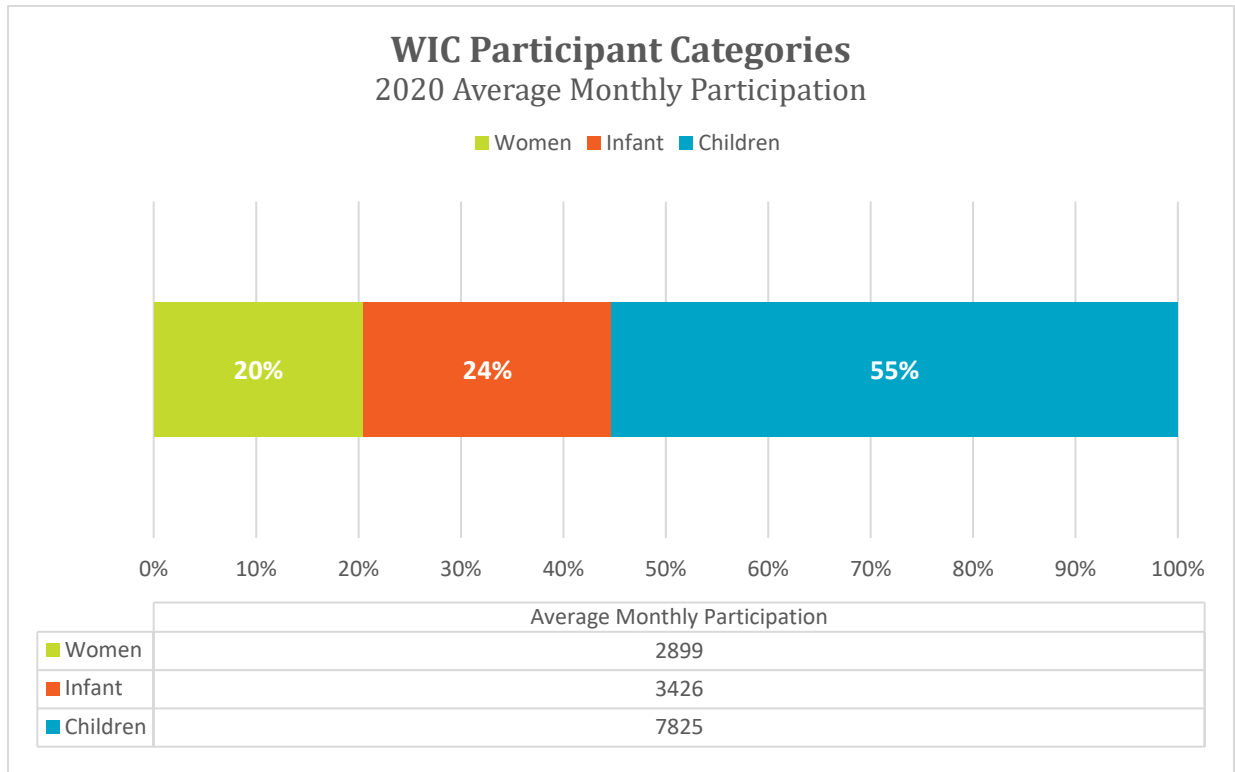
These are funds used for food benefits provided to WIC participants. Together, Federal Food Funding and Infant Formula Rebate amounted to **\$9,828,700** in Federal Fiscal year 2020 (October 2019 – September 2020). See page 19-20 for details regarding food package benefits.

Page 17 also provides information on WIC food funds spent per county, and a state total of \$9,728,524.52 spent on WIC food benefits. This does not include funds spent on breast pumps and special formula purchases needed in specific circumstances.

#### **Note:**

The data presented in the following sections is based on the federal fiscal year, October 2019 – September 2020.

# WIC 2020 Participant Characteristics

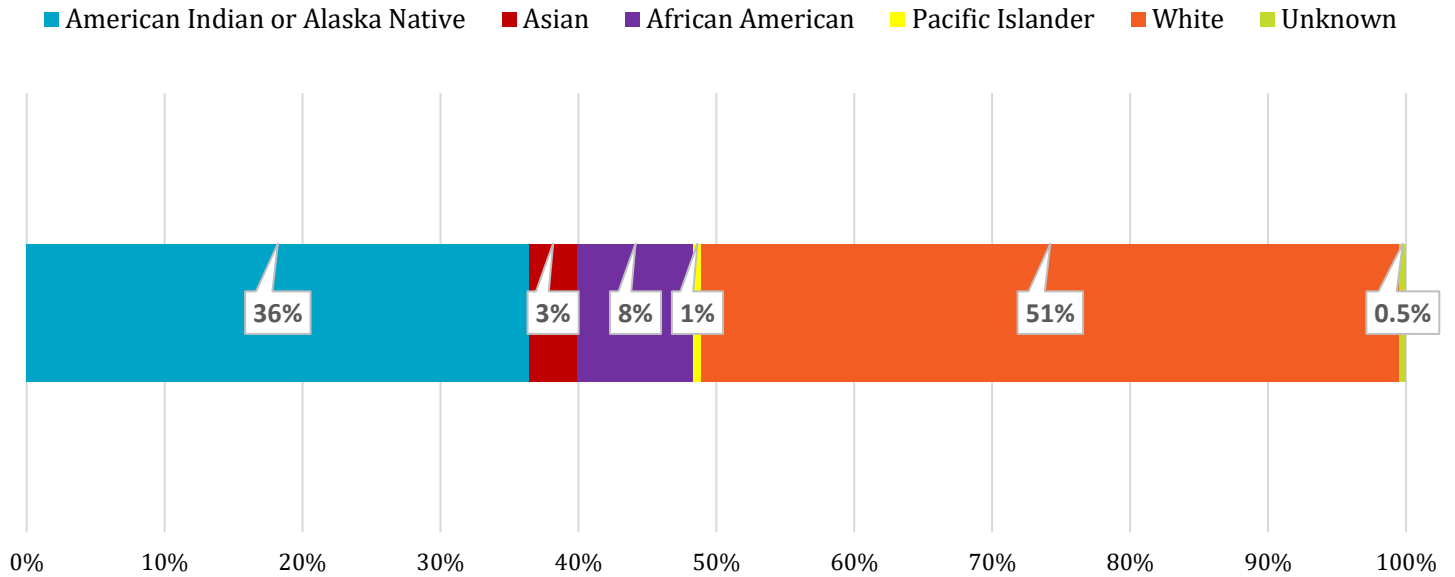


Breastfeeding = Fully or partially breastfeeding women  
 Post-Partum = Non-lactating post-partum

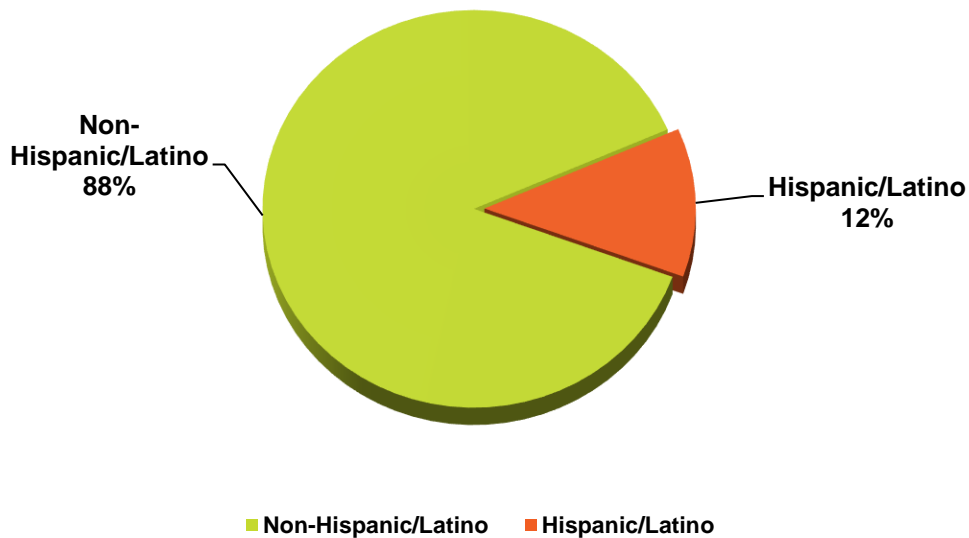
# Racial and Ethnic Characteristics

Multi - Racial Information is duplicated based on all races combined and only for informational purposes

## Racial Identity of 2020 Average Monthly Participants

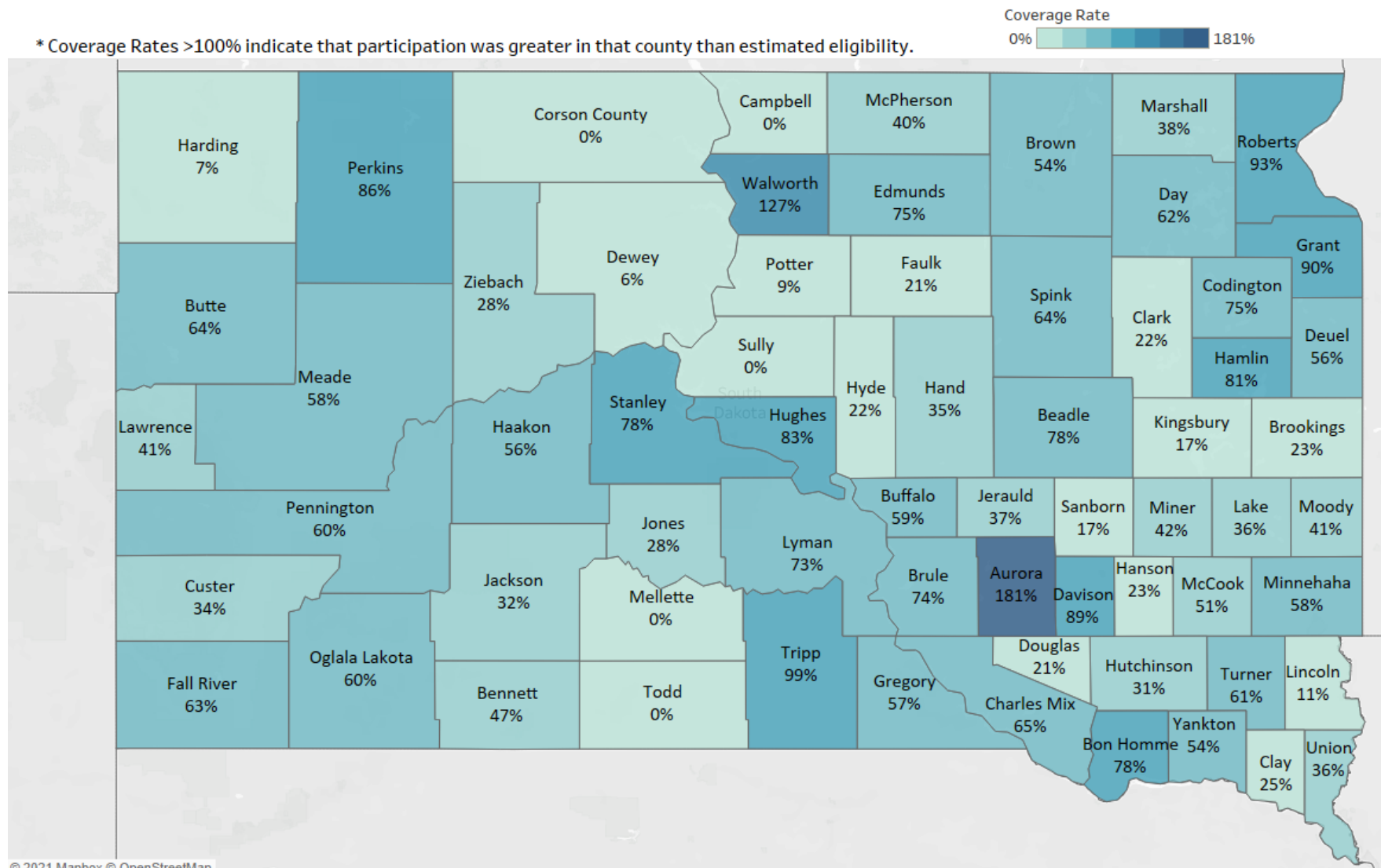
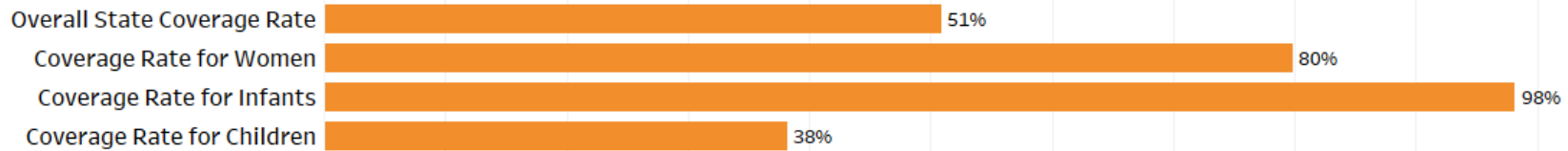


## Ethnicity of All Participants

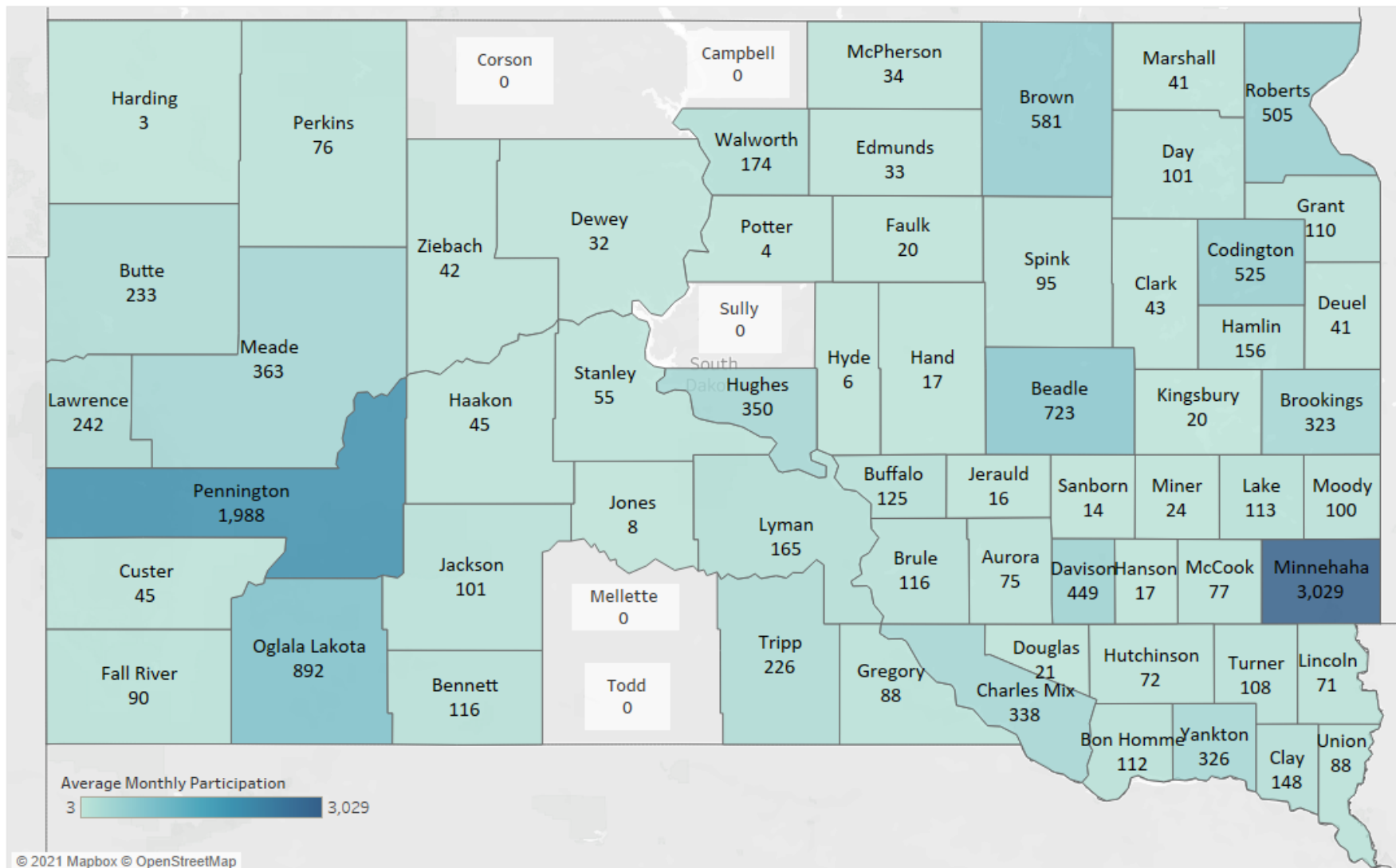


# County Level Estimates of WIC Coverage

\*Coverage was calculated using 2020 data from SD DOH WIC Office, SD Kids Count, and the 2020 Census Bureau.  
Coverage rate = total participants/ total estimated potentially eligible participants.



# 2020 AVERAGE MONTHLY PARTICIPATION BY COUNTY





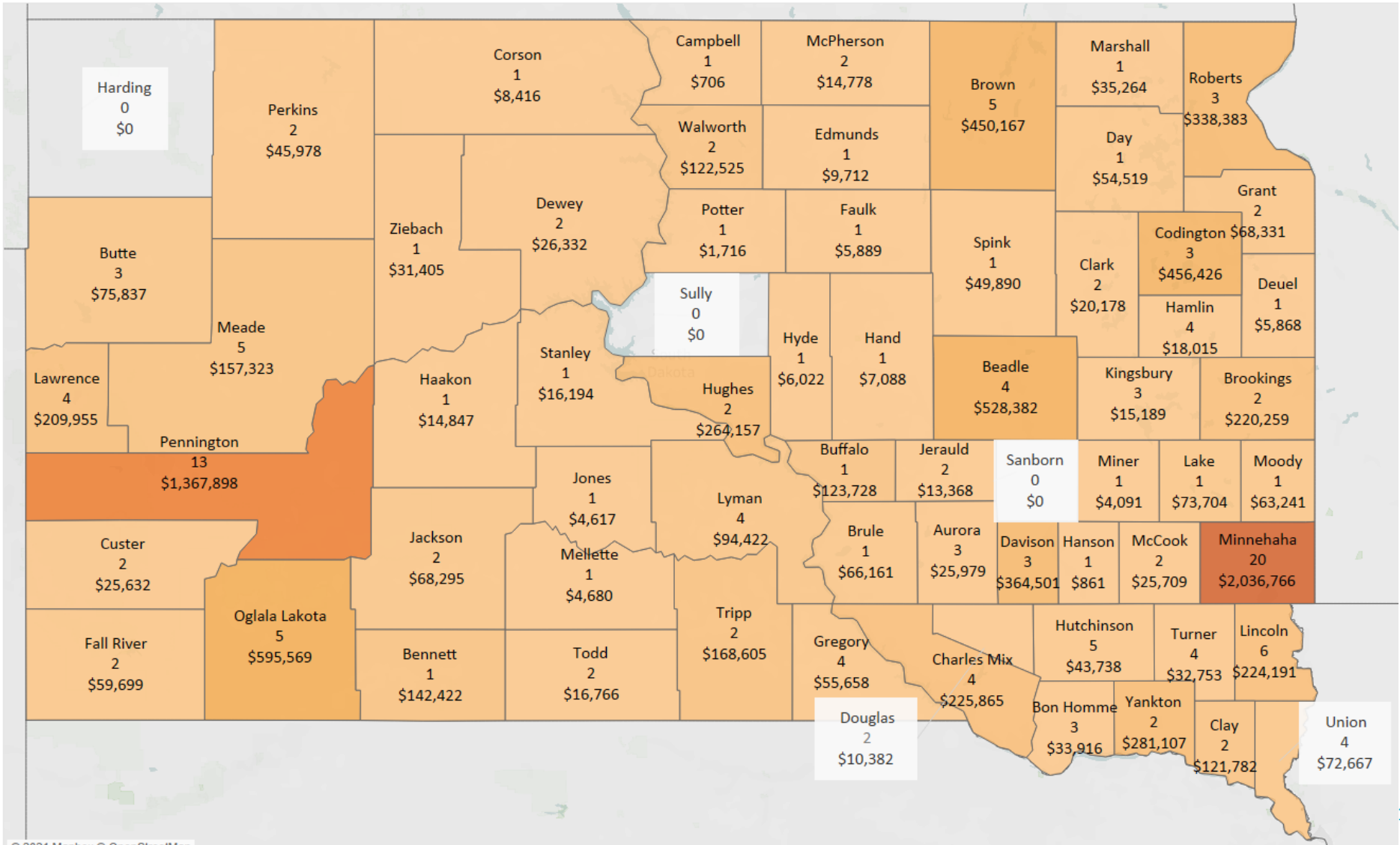
# FFY 2020 NUMBER OF WIC RETAILERS AND AMOUNT OF WIC DOLLARS SPENT BY COUNTY

## 2020 Number of WIC Retailers and WIC Dollars Spent

Total number of WIC-Authorized Retailers in 2020: 172

Total amount of WIC dollars spent in South Dakota: \$9,728,524.52

Settlement Amount



# FOOD PACKAGES

## 2020 Monthly Food Benefits

Foods available through the WIC program are approved by registered dietitians based on their nutrient content and placed into “packages” to meet the specific needs of our participants. These needs are identified by dividing women, infants and children into categories and assigning nutritional needs to each category. Categories for WIC participant food packages include:

### Women

- Woman Breastfeeding Exclusively: \$76.53
- Woman Breastfeeding Exclusively, Multiple Infants: \$114.79
- Woman Breastfeeding and Supplementing with Formula: \$62.31
- Woman Postpartum, not Breastfeeding: \$48.56
- Pregnant Woman: \$62.31

### Infants

- Infant Breastfeeding Exclusively: \$78.26 - \$96.40
  - Infant Breastfeeding Partially: \$19.10 - \$101.88
  - Formula Fed Infant: \$ 159.19 - \$171.92
- \*Benefit amounts for infants varies for different months of age

### Children

- Child, 13-23 months old: \$57.33
- Child, 2 years through 4 years old: \$54.74

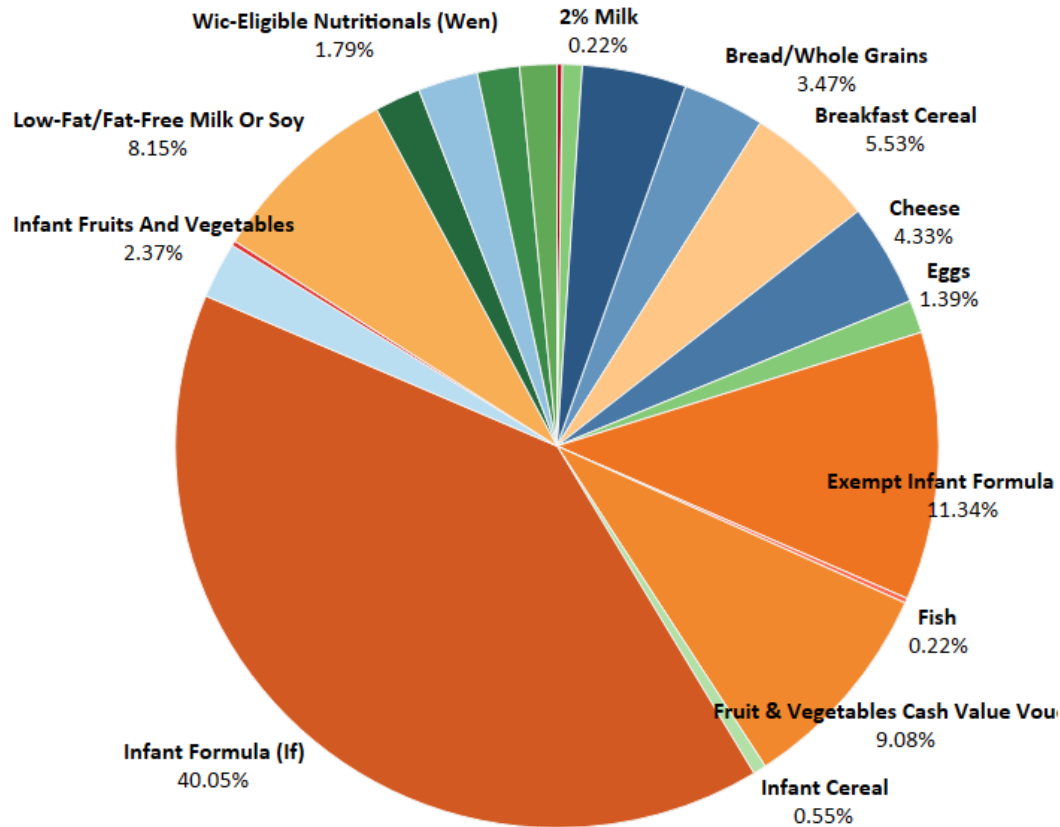
Example Food Package for a Pregnant Woman:



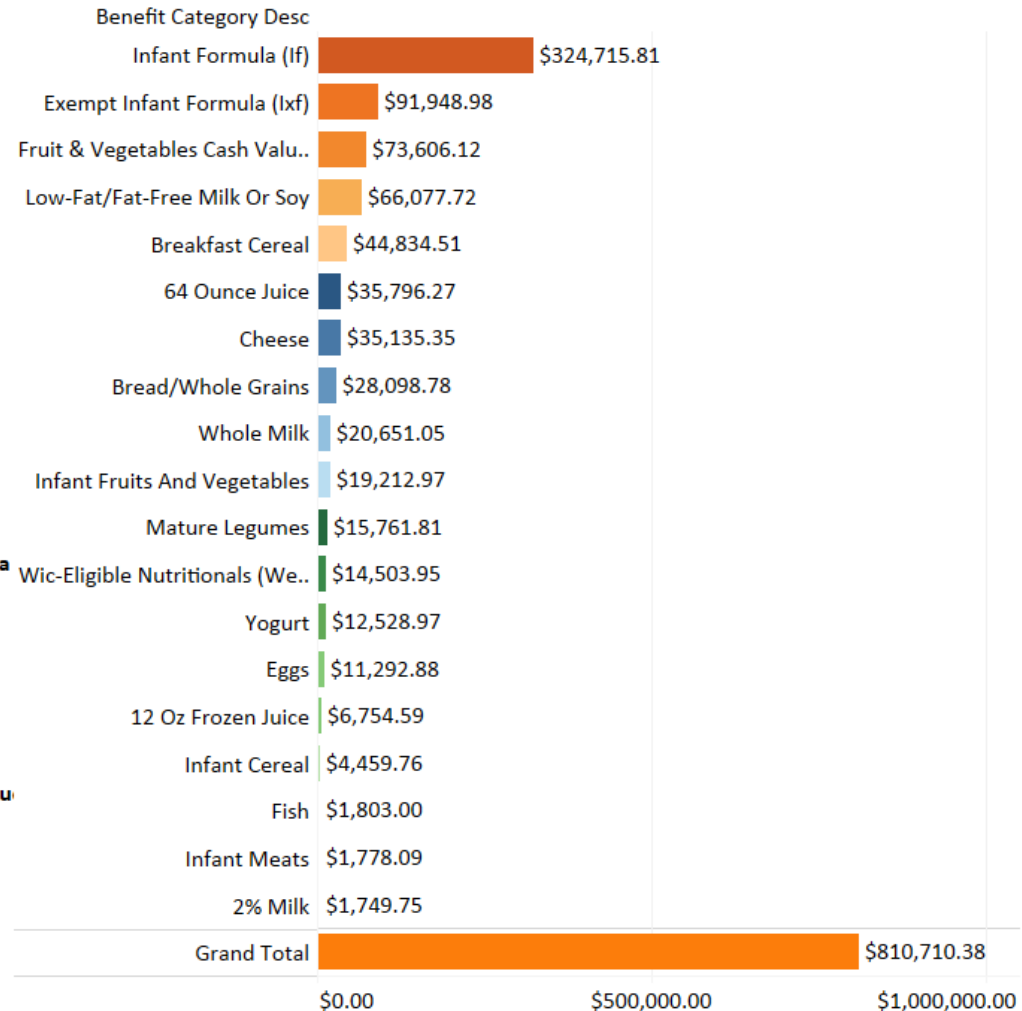
# FOOD PACKAGES

## 2020 Statewide Food Spending

**Percent of Food Spending per Food Category**



**Average Food Spending per Month per Food Category**



Average Settlement per Month

