



The mission of the Michigan Women, Infants, and Children (WIC) Program is to improve health outcomes and quality of life for eligible women, infants and children by providing nutritious food, nutrition education, breastfeeding promotion and support, and referrals to health and other services.

Many Muskegon County families continue to struggle in today’s economy, many just to provide the basic necessity of food. The WIC Program has been a safety net for our residents with the smallest voices. The WIC Program is a United States Department of Agriculture health and nutrition program that provides nutritious foods, nutrition education and breastfeeding support to eligible pregnant, postpartum women, infants and children up to age five.

Currently, over half of the babies born in Muskegon County and almost half of Muskegon County’s children ages 0-5 are eligible to become WIC program participants. Most middle class families would find themselves eligible for the program on the basis of income, which falls at or below 185 percent of the U.S. Poverty Income Guidelines (currently \$40,785 for a family of four).

The WIC Program has demonstrated a positive effect on pregnancy outcomes, child development and breastfeeding promotion. Program participants receive health screenings that monitor growth and development, nutrition education, referrals and a monthly food package. Food package benefits are issued based on a client’s status (pregnant, infant, etc.) and nutritional needs and can be individually tailored to include food items such as milk, eggs, iron-fortified cereal, whole grain bread and/or tortillas, fresh fruit and vegetables. Benefits can be redeemed at local contracted WIC vendors.

WIC brings federal dollars into Muskegon County, by providing food and services to eligible residents and by supporting the local economy with nearly \$4.5 million in purchases at local stores.

Laurel Sproul, BS, CLC
Maternal & Child Services Supervisor

Staff and Roles

To enroll a participant into the WIC program, certifying staff must have specific degrees in the nutrition field determined by regulation. Public Health Technicians support the nutrition staff by performing anthropometric and hematological screens, determining income eligibility and recording demographic information. Community Nutrition Counselors are registered dietitians that provide nutrition counseling to clients with the most need.

Maternal & Child Services Supervisor
Laurel Sproul, BS, CLC

Community Nutrition Counselors
Robin Semelbauer, BS, RD
Jon Broek, BS, RD
Priscilla Birch, BS, RD

Community Nutrition Specialists
Dana Gannon, BA
Josh Mueller, BS
Nellie Jones, BS
Jennifer Bambacht, BS

Lactation Peer Counselors
Brandy Haynes
Timesha Shepherd

Public Health Technicians
Onnica Wells
Diane Trowbridge
Grace Park
Heather Reyes
Rita McKenzie
Sue Burns
Laurel Griffin
Sue Kline

Basis for Program

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is a federal program administered by the Department of Agriculture, through the Office of Food and Nutrition. WIC was authorized

by the Child Nutrition Act of 1966, and amended in Section 17, 42 U.S.C. 1786. American Recovery and Reinvestment Act of 2009, Public Law 111-5, Public Law 108-108-265, 7 U.S.C. 1746.

Funding is administered using Formula Grants to States and Tribal Agencies. The Michigan Department of Community Health (MDCH) distributes funding to participating agencies. Muskegon County's participating agency, Public Health – Muskegon County (PHMC) receives WIC funding to pay for participant services: nutrition and breastfeeding education and support, health care referrals, and administrative costs, which includes certification services. MDCH provides Federal funds according to legislative and regulatory formulas.

Purpose of the Program

WIC improves the health outcomes and quality of life for participants. The WIC Program ensures that participants receive the required nutritional services as mandated by federal regulation.

Community Value

Improved Birth Outcomes and Savings in Health Care Costs

Research has shown that the WIC Program plays an important role in improving birth outcomes and containing health care costs:

- Every WIC dollar spent on a pregnant woman saves over \$3.50 in federal, state, local and private health care costs.
- WIC improves weight gain in pregnant women and increases the likelihood of receiving timely prenatal care.
- WIC participation decreases the incidence of low birth weight and lowers pre-term births.
- WIC participation dramatically lowers infant mortality among Medicaid beneficiaries.

Improved Diet

Studies have found WIC to have a positive effect on a child's diet and diet-related outcomes, such as:

- Higher mean intakes of iron, vitamin C, thiamin, niacin and vitamin B6, without an increase in food energy intake, indicating an increase in the nutrient density of the diet
- Positive effects on the intakes of ten nutrients without an adverse effect on fat or cholesterol
- More effective than other cash income or food assistance programs at improving preschoolers' intake of key nutrients

Improved Infant Feeding Practices

WIC promotes breastfeeding as the optimal method of infant feeding. Studies show:

- WIC participants who reported having received advice to breastfeed their babies from the WIC clinic were more likely to breastfeed than other WIC participants or eligible non-participants.
- This year, the percentage of Muskegon County WIC mothers initiating breastfeeding increased from 32 to 53 percent.
- For those infants who are fed infant formula, 100% received iron-fortified formula, which is recommended for nearly all non-breastfed infants for the first year of life.

Breastfeeding

The American Academy of Pediatrics (AAP) recommends that infants are exclusively breastfeeding for a minimum of 6 months. The advantages include health, nutritional, immunologic, developmental, psychological, social, economic, and environmental benefits. The WIC Program is a strong advocate of breastfeeding and recognizes it as the optimal way of infant feeding. Through promotion, education and support, WIC strives to increase the number and duration of breastfeeding clients.

In Muskegon County, the WIC program received a breastfeeding peer counselor grant from MDCH to increase the initiation and duration of breastfeeding in the Muskegon County WIC population. Two lactation peer

counselors were hired and have been promoting breastfeeding and supporting WIC’s breastfeeding mothers. A Community Nutrition Specialist, who is also a Certified Lactation Counselor, and the Maternal and Child Services Supervisor, who is an International Board Certified Lactation Consultant, provide support and mentoring for the peers. Any issues with breastfeeding that are beyond the peer counselor’s scope of practice are referred to one of these breastfeeding professionals. As a result of the efforts, Muskegon County WIC mothers initiated breastfeeding increased from 32 to 53 percent. Of those Muskegon County mothers on WIC during their pregnancies, 80% initiate breastfeeding.

Immunization

A regular schedule of immunizations is recommended for children from birth to 2 years of age, which coincides with the period in which many low-income children participate in WIC. WIC participation leads to higher rates of immunization against childhood diseases. WIC staff conducted 12,937 client immunization assessments.

Improved Cognitive Development

Cognitive development influences school achievement and behavior. The children of mothers who participate in WIC prenatally have better vocabularies than those who did not. Children who enrolled in WIC after one year of age had significantly improved memories compared to non-enrolled children.

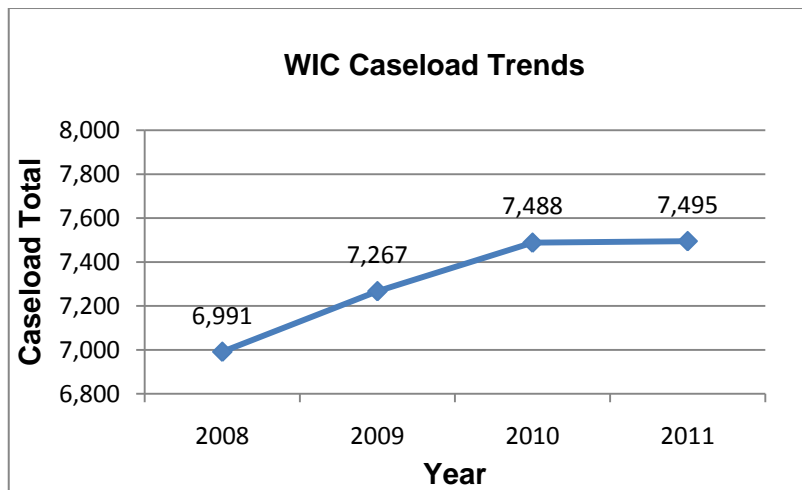
Other Improved Outcomes

WIC participation increases the likelihood of children having a primary care provider and improves growth rates.

Community Data

Caseload by Clinic Location

	2010	2011
Health Department	6,118	6,069
Hackley Community Care	627	809
Whitehall/Montague	402	366
Holton/Twin Lake	149	126
Ravenna/Casnovia	125	119
Muskegon Family Care	67	6
Total	7,488	7,495



Muskegon County WIC Mothers Breastfeeding Exclusively 2011

Clinic Location	3 Month				6 Months			
	2010		2011		2010		2011	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Health Department	435	21.4%	369	16.8%	229	11.3%	244	11.1%
Whitehall/Montague	25	13.2%	40	16.5%	23	12.1%	33	13.6%
Hackley Community Care	28	15.3%	31	14.4%	18	9.8%	15	7.0%
Ravenna/Casnovia	15	27.3%	15	23.8%	7	12.7%	6	12.5%
Muskegon Family Care	2	12.5%	15	23.8%	2	12.5%	6	9.5%
Holton/Twin Lake	13	25.0%	7	15.2%	3	5.8%	3	6.5%
Total	518	20.5%	462	16.7%	282	11.1%	301	10.9%

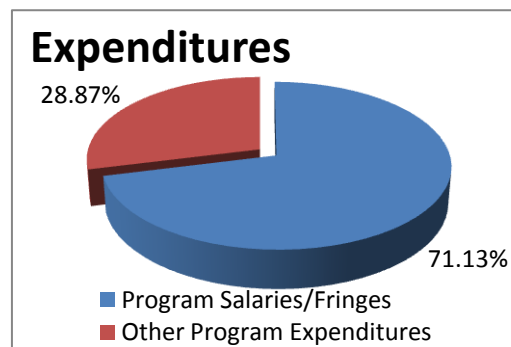
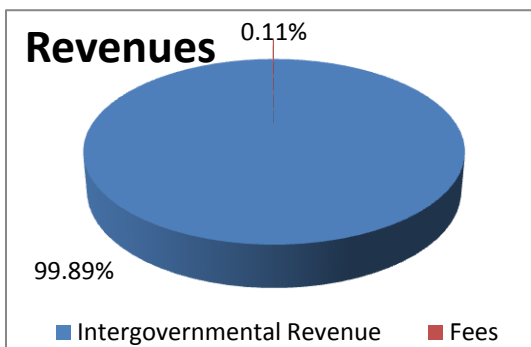
Fiscal Year 2011 Financial Information (Unaudited)

WIC Revenues:

	FY 2011 Actual	FY 2011 Percentage
Intergovernmental Revenue	\$1,112,734	99.89%
Medicaid	\$0	0.00%
Fees	\$1,217	0.11%
Access Health	\$0	0.00%
Transfers In	\$0	0.00%
Total Revenues	\$1,113,951	100.00%

WIC Expenditures

Program Salaries/Fringes	\$792,383	71.13%
Other Program Expenditures	\$321,568	28.87%
Total Expenditures	\$1,113,951	100.00%



Breastfeeding Project Revenues:

	FY 2011 Actual	FY 2011 Percentage
Intergovernmental Revenue	\$53,845	100.00%
Medicaid	\$0	0.00%
Fees	\$0	0.00%
Access Health	\$0	0.00%
Transfers In	\$0	0.00%
Total Revenues	\$53,845	100.00%

Breastfeeding Project Expenditures

Program Salaries/Fringes	\$38,833	72.12%
Other Program Expenditures	\$15,012	27.88%
Total Expenditures	\$53,845	100.00%

