



**FOR IMMEDIATE RELEASE**

**Contact:**

Beth Draeger, RDN, CD, CBE  
Healthy Beginnings Division Manager  
715-839-4718  
[beth.draeger@eauclairecounty.gov](mailto:beth.draeger@eauclairecounty.gov)

## WIC Program celebrates 50 years

**Eau Claire – December 13, 2024** –This year marks the 50<sup>th</sup> anniversary of the U.S. Department of Agriculture’s Special Supplemental Nutrition Program for Women, Infants and Children, commonly known as WIC.

WIC is a public health nutrition program for income-eligible:

- Pregnant women
- Breastfeeding and postpartum women
- Babies
- Children under age 5

WIC provides families healthy foods like fruits and vegetables, milk, cheese, cereal, whole grains, peanut butter, beans, infant formula, and more. WIC also offers one-on-one dietitian support to families for nutrition and feeding recommendations, handling picky eating, transitioning from a bottle to a cup, fun food and snack ideas, and more. Additionally, WIC provides farmers’ market vouchers for families to buy locally-grown fruits, veggies, and herbs during the summer. A study of WIC participants in Wisconsin found that 60% of new WIC participants visited a market for the first time because of WIC’s farmers market nutrition program.

WIC also provides breastfeeding education and support and helps connect families to other programs beyond WIC.

WIC is the most studied federal nutrition program in the country, and consistently shows positive results like improved birth outcomes and reduced healthcare costs:

- Studies indicate that WIC participation is associated with reduced risks of preterm birth and low birth weight, both of which are critical factors in infant health and development.
- WIC moms are twice as likely to plan to breastfeed and to breastfeed longer.
- Children in WIC generally have diets that better fulfill their nutritional requirements compared to those who aren’t in WIC.
- Research finds that WIC participation is related to reduced household food insecurity, including a 20% decrease in child food insecurity rates.
- Roughly half of babies born in the U.S. are enrolled in the WIC program.





---

In Eau Claire County, our WIC program serves more than 850 families (about 1,450 people in total). We hold a WIC clinic in Eau Claire and a clinic on the third Tuesday of the month in Augusta. Over the past year (since October 2023), \$1,326,290.56 has been spent by WIC participants at grocery stores throughout Eau Claire County.

Though it's an impactful program with proven results, WIC is only serving about half of people who are eligible. The most common way people learn about the program is by word of mouth from friends and family, so spread the word! If you know someone who might qualify, encourage them to visit [wicmomstrong.com/](http://wicmomstrong.com/) or call us at 715-839-5051.

###