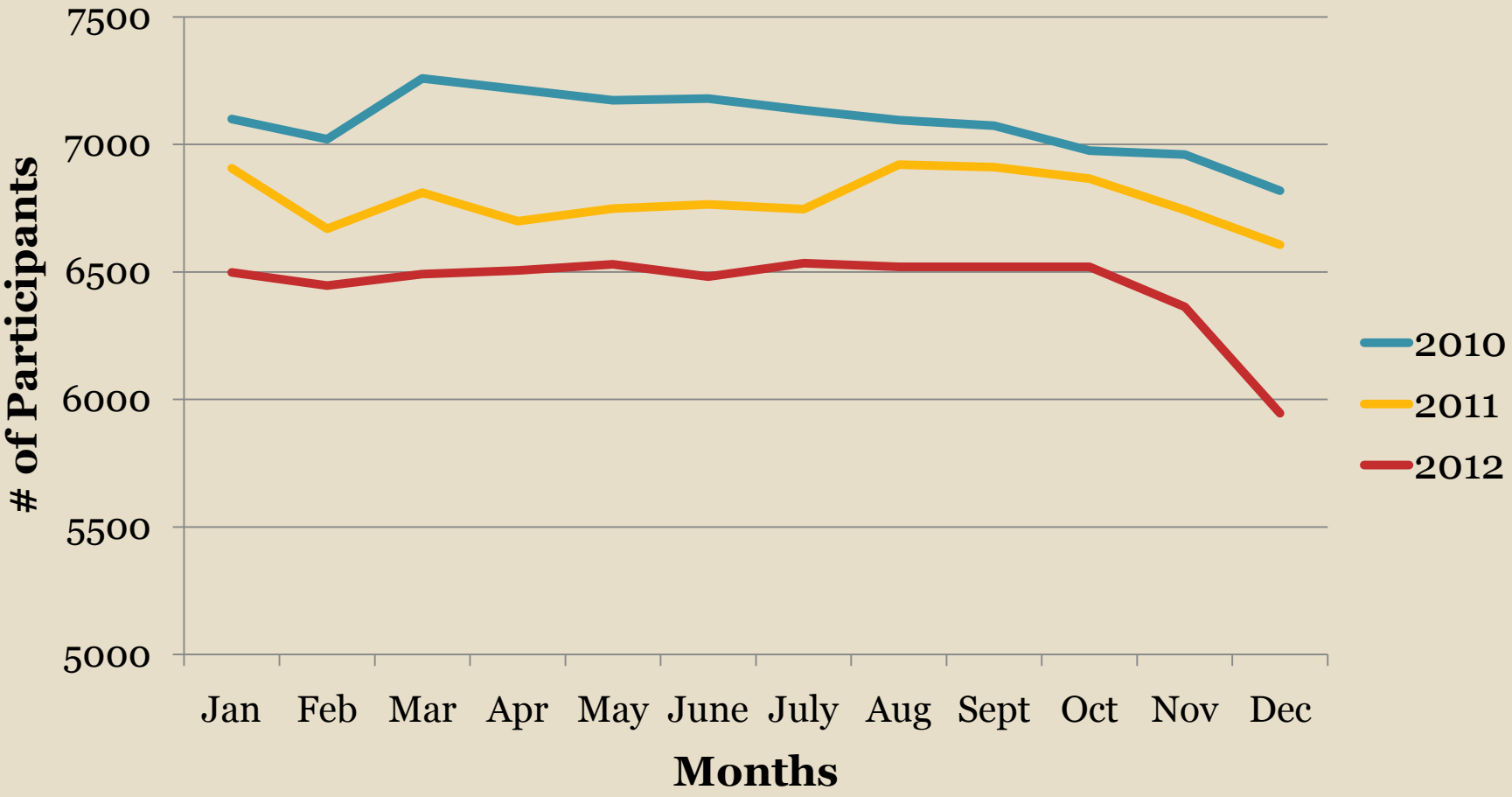
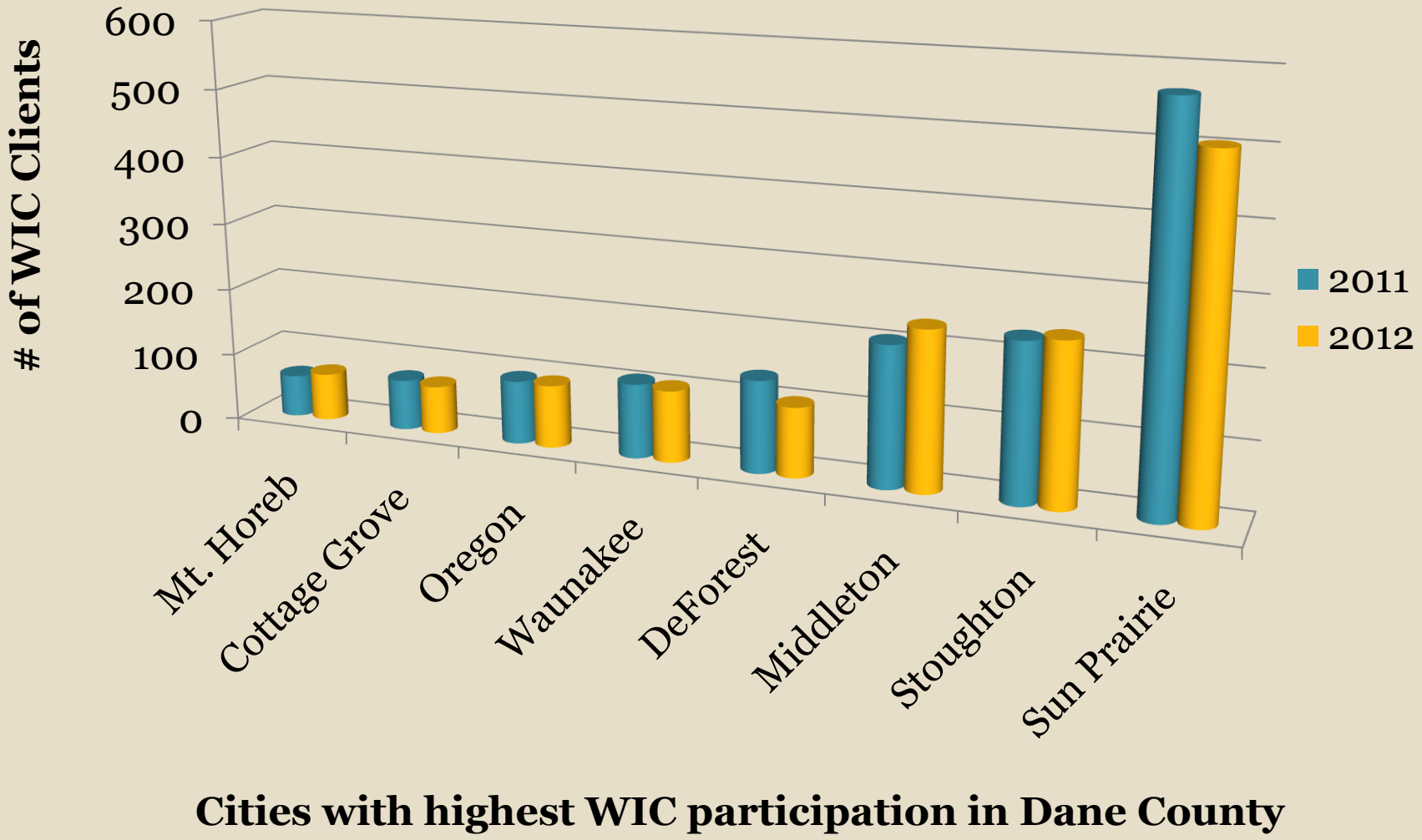
WIC Program Update

JANUARY 10, 2013

WIC Participation by Year

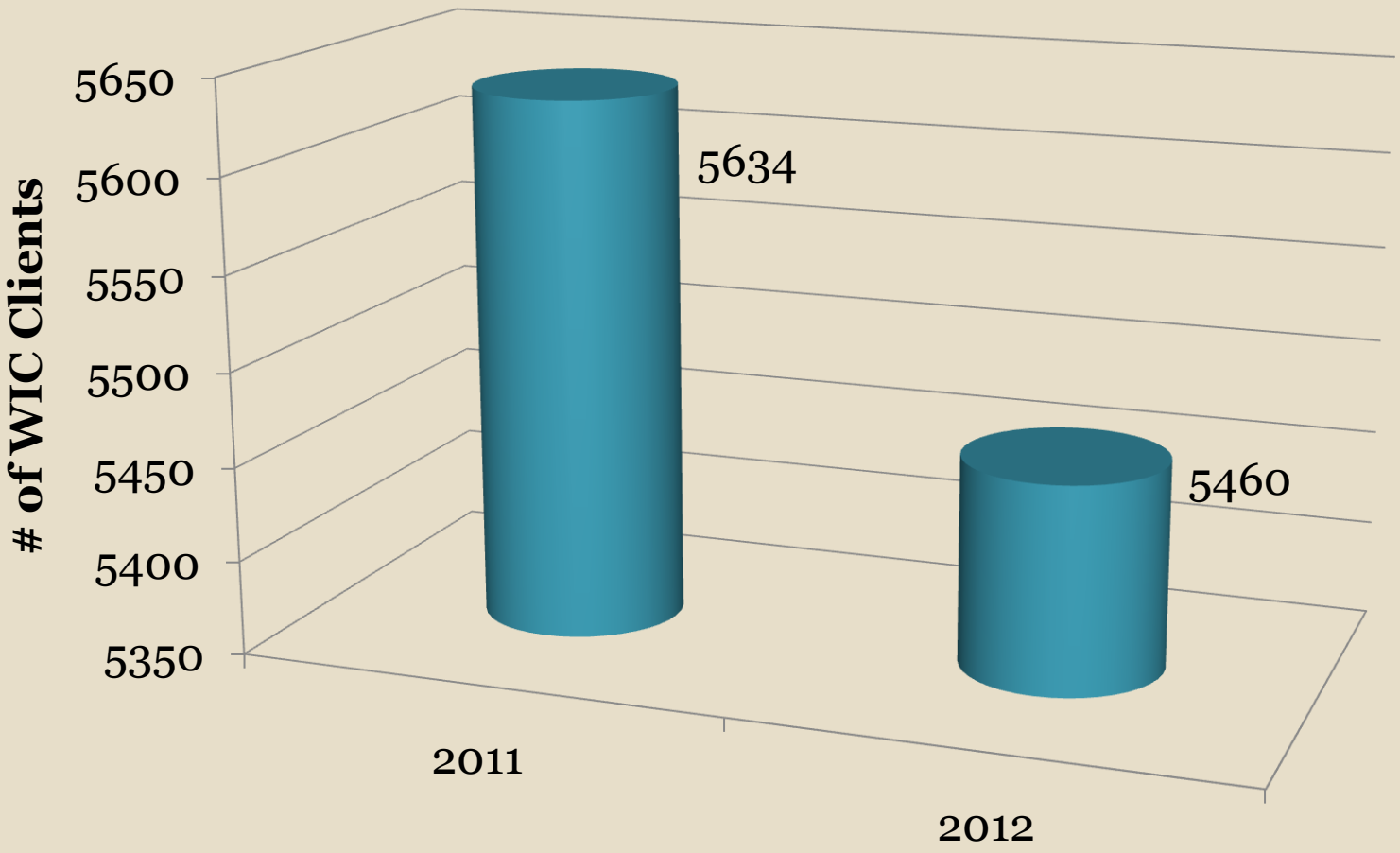


County Participation



Cities with highest WIC participation in Dane County

Madison Participation

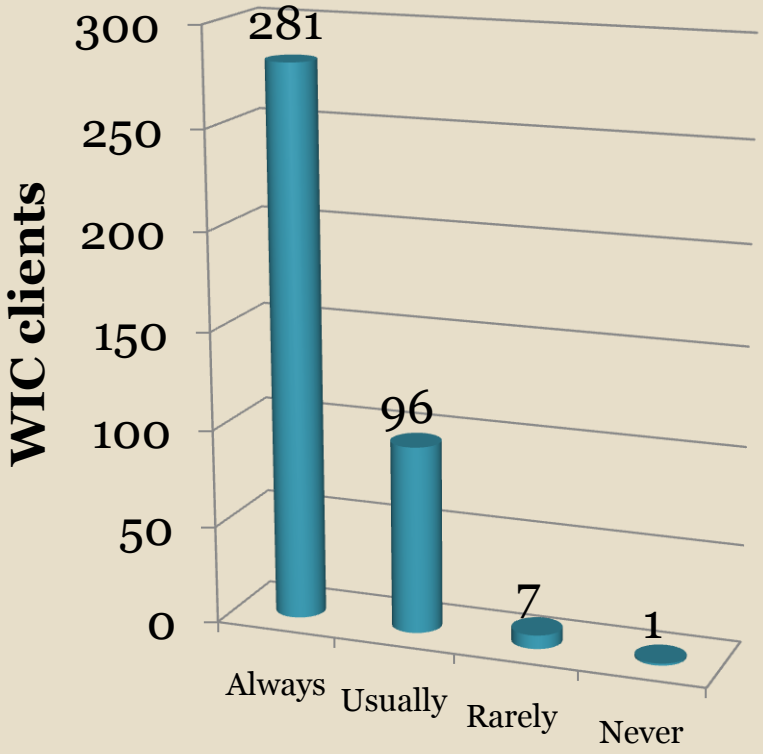


WIC Eligible Served

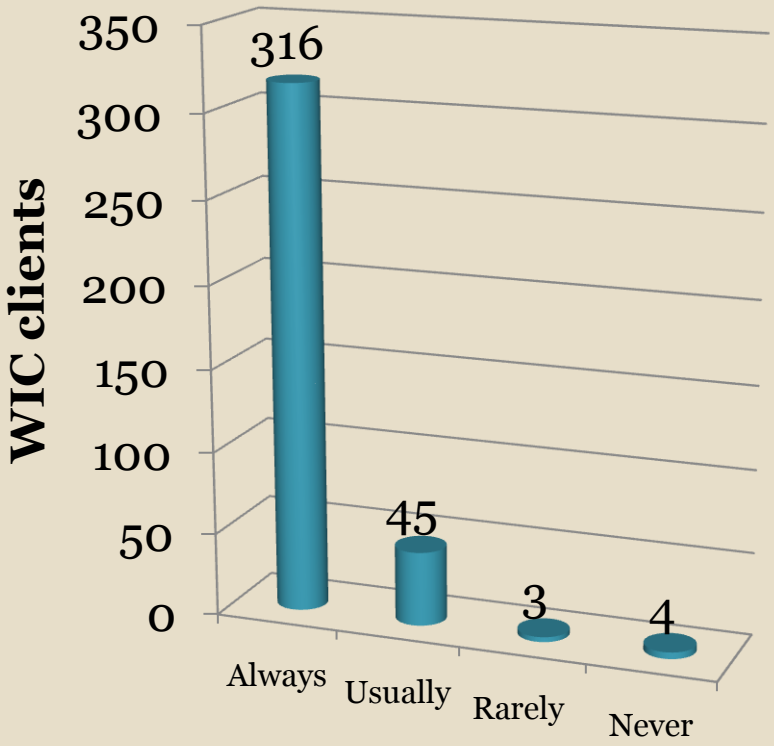
Indicator	PHMDC	State
age 0-4 < 185% FPL	27%	39%
age 0-4 < 185% FPL	8202	133,876
Births 2009-2011	6056	66,979
Est. preg & PP women	2053	31,882
Total Estimated eligible	10,255	165,757
Jan 2012 participation	6,512	119,700
Percent served	**63.5%**	**72%**

Client Survey 2012

The clinic hours work well for me

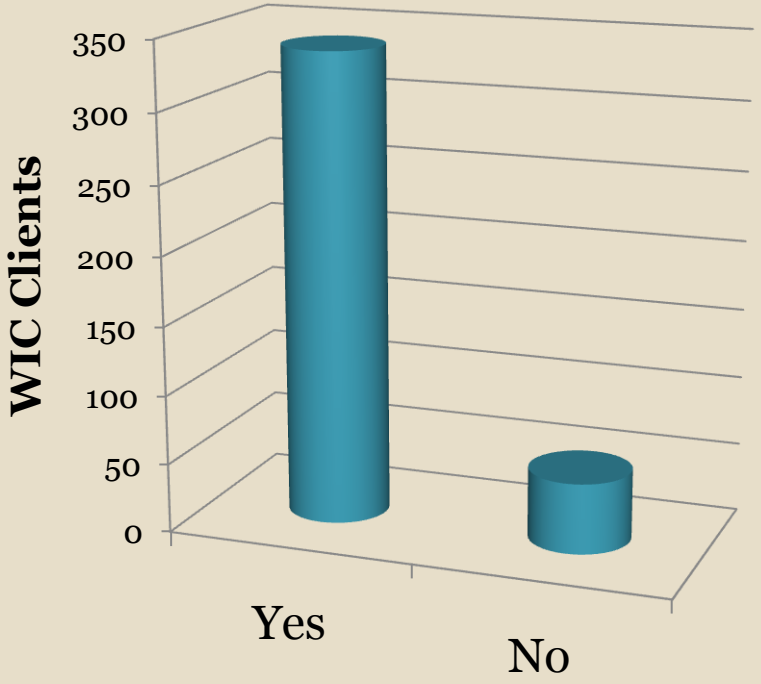


WIC Clinic Sites are easy for me to get to

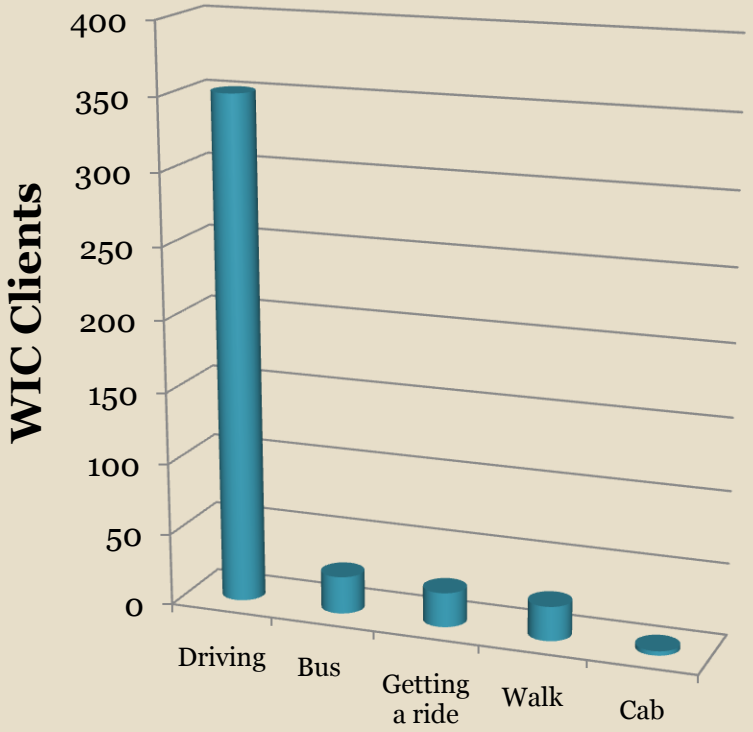


Client Survey 2012

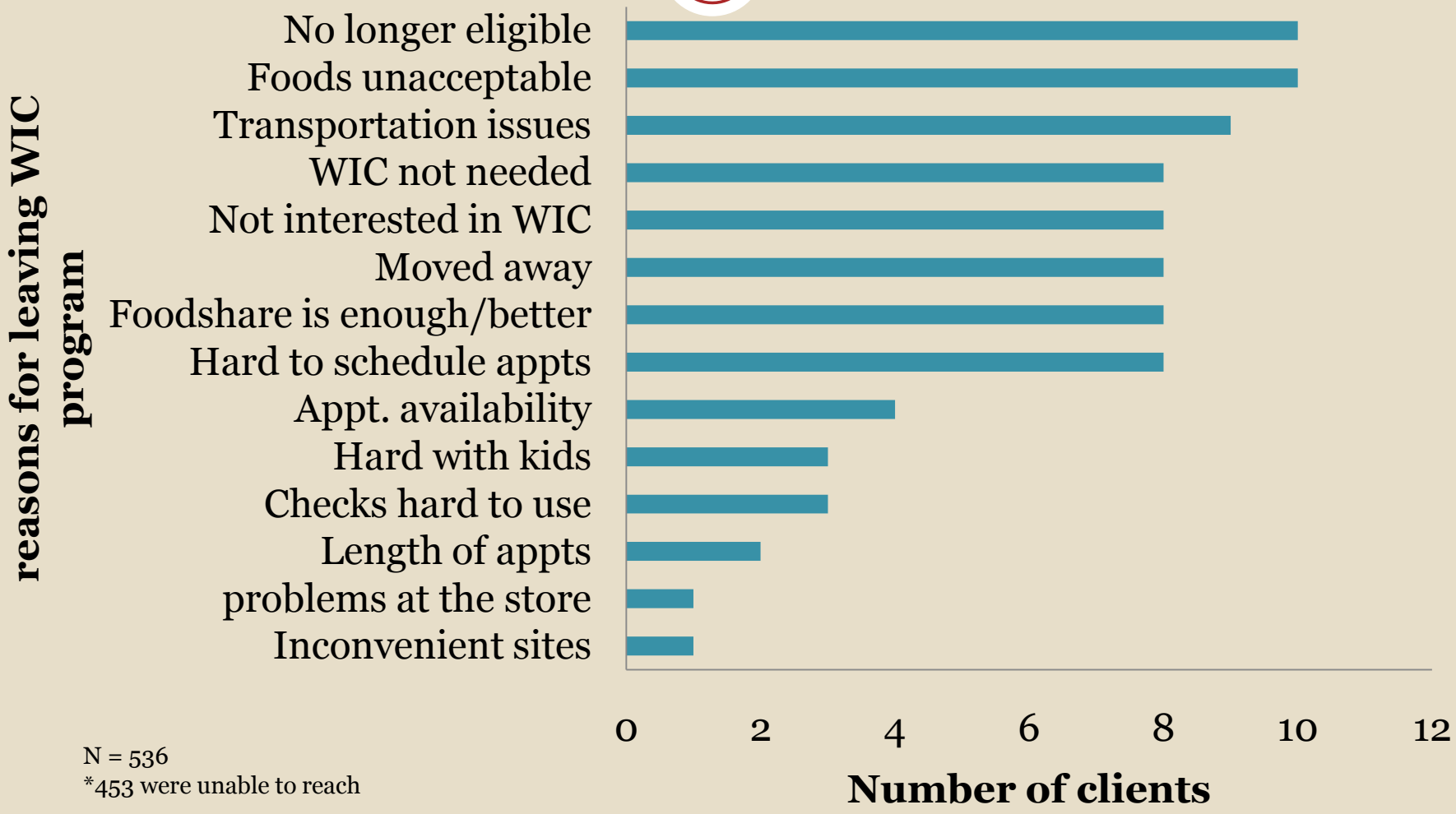
I Have Internet at Home and/or on My Cell Phone



I Usually Get to WIC By....



Termination Survey 2012



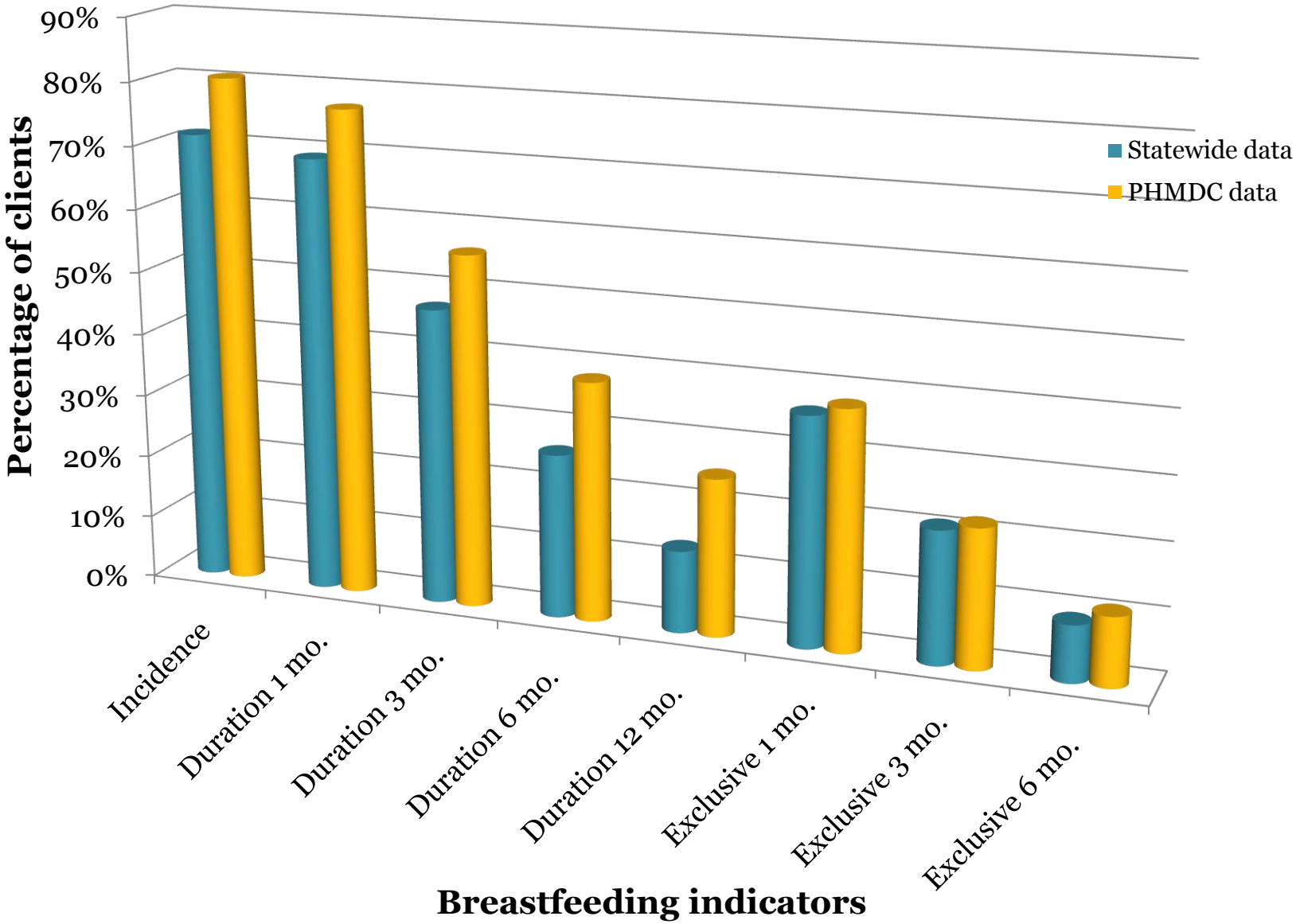
N = 536
*453 were unable to reach

Outcome Measures

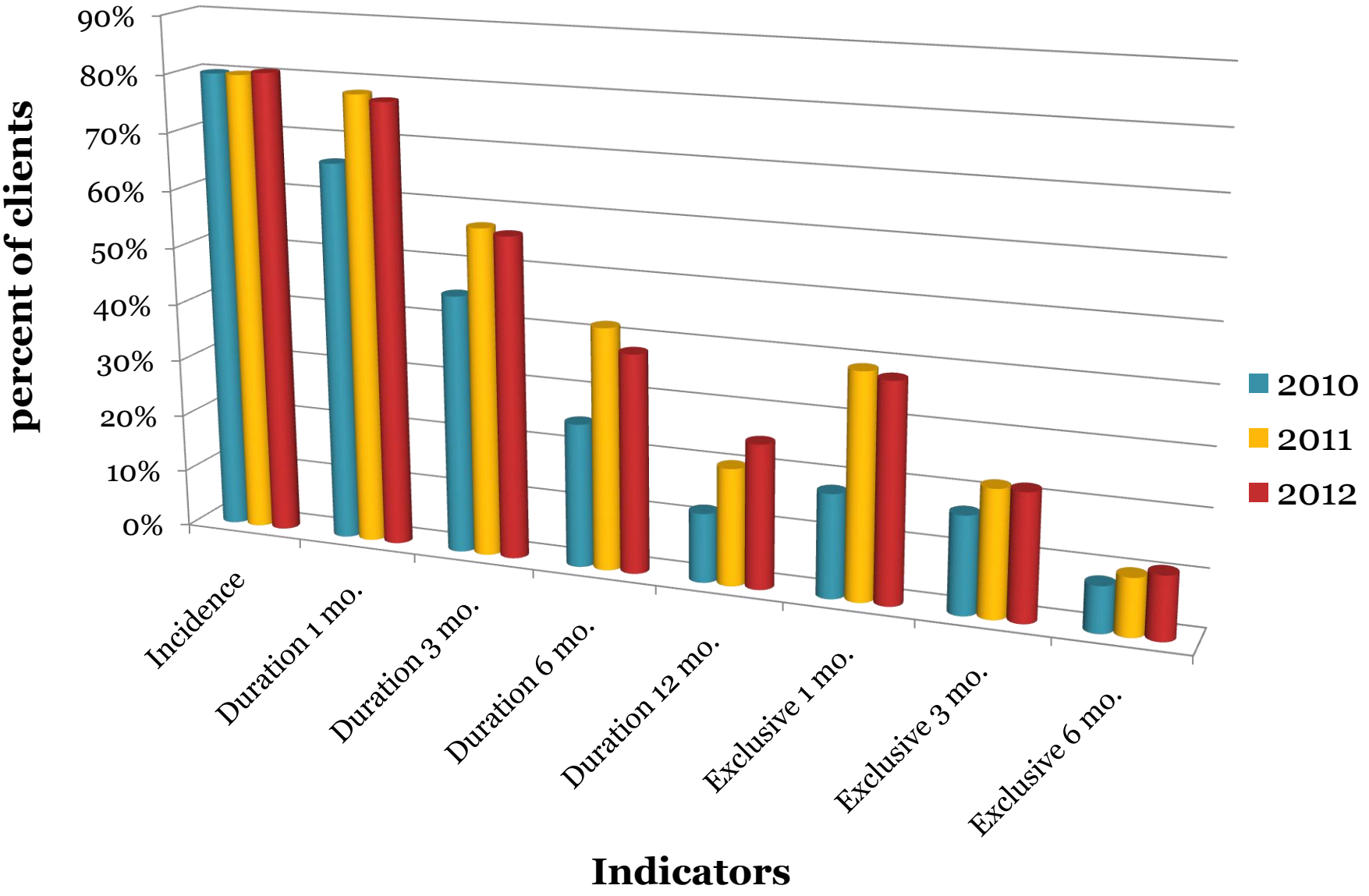
- How do we compare to the other WIC programs in the State?

- Are we one of the best programs in the State?

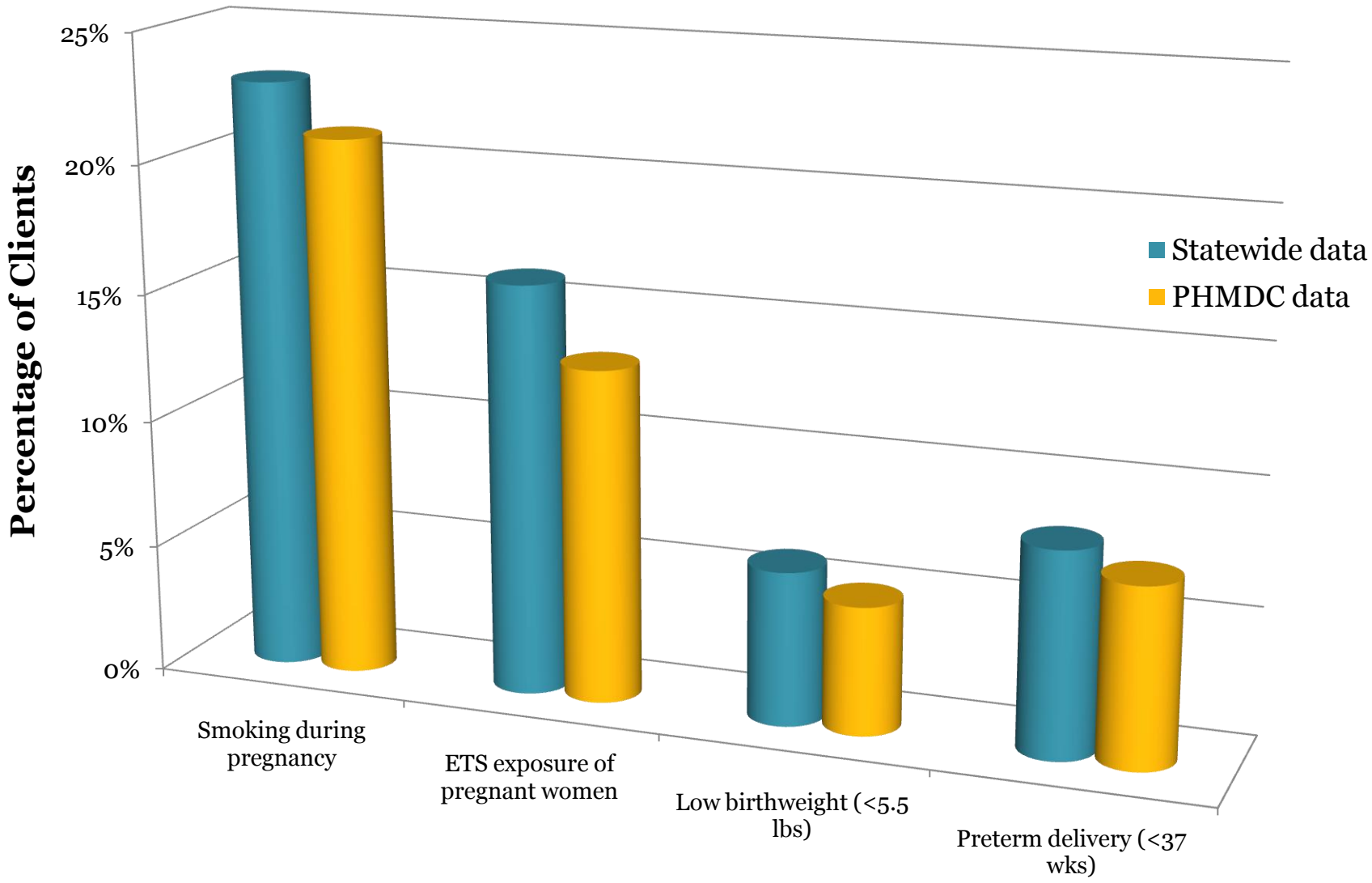
Breastfeeding Outcomes Compared to State in 2012



Breastfeeding Outcomes at PHMDC 2010-2012



Healthy Birth Outcomes Compared to State in 2012



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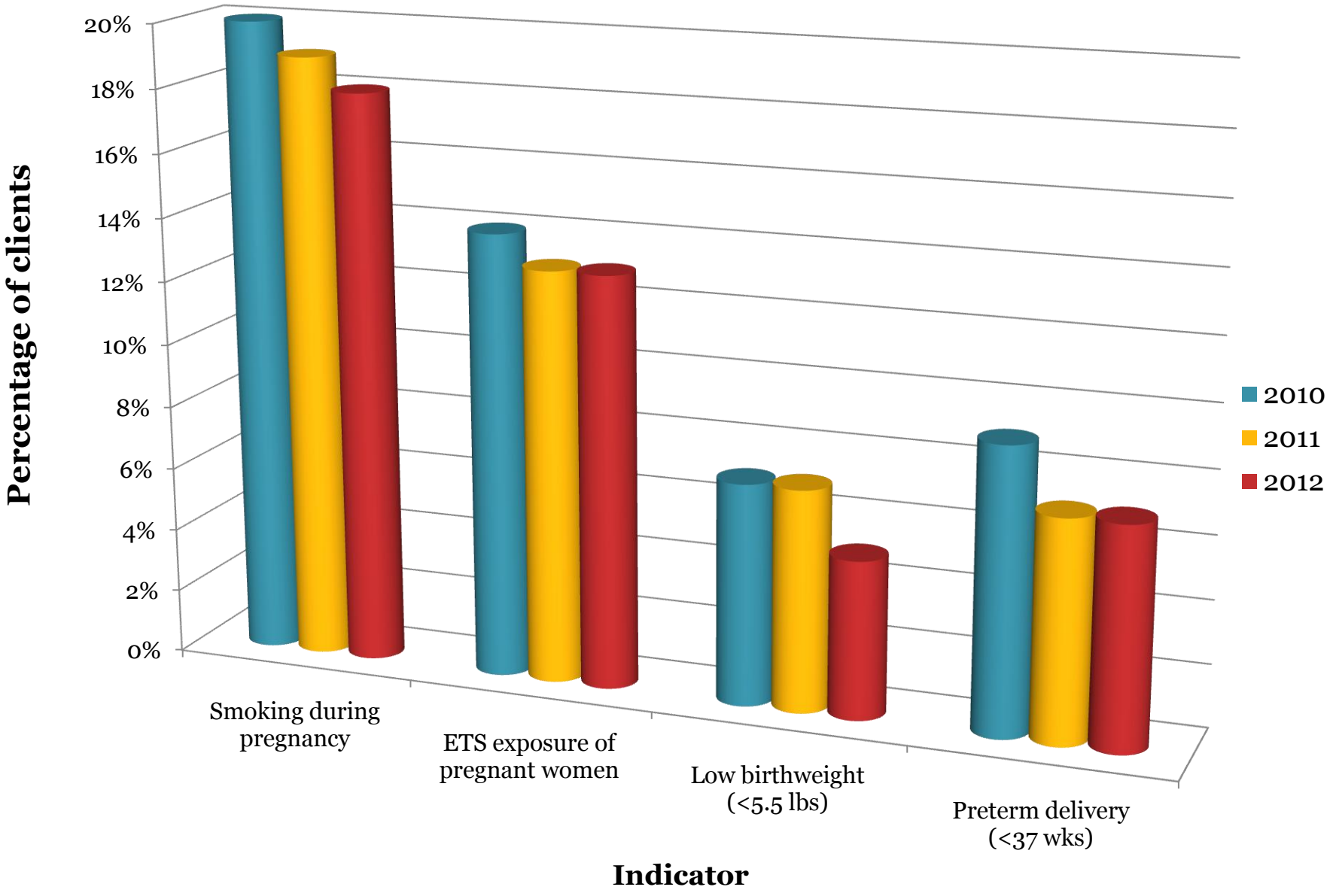
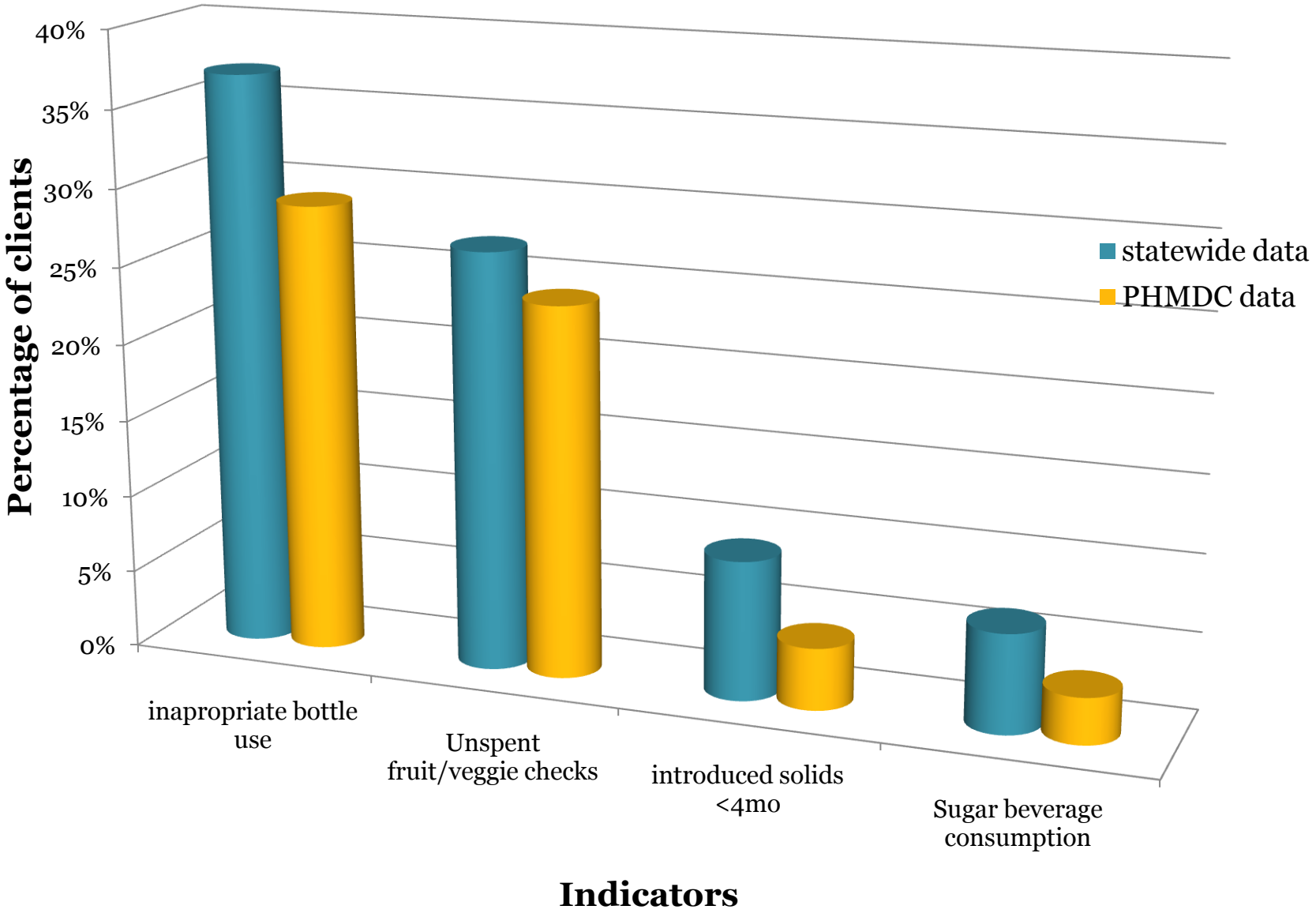
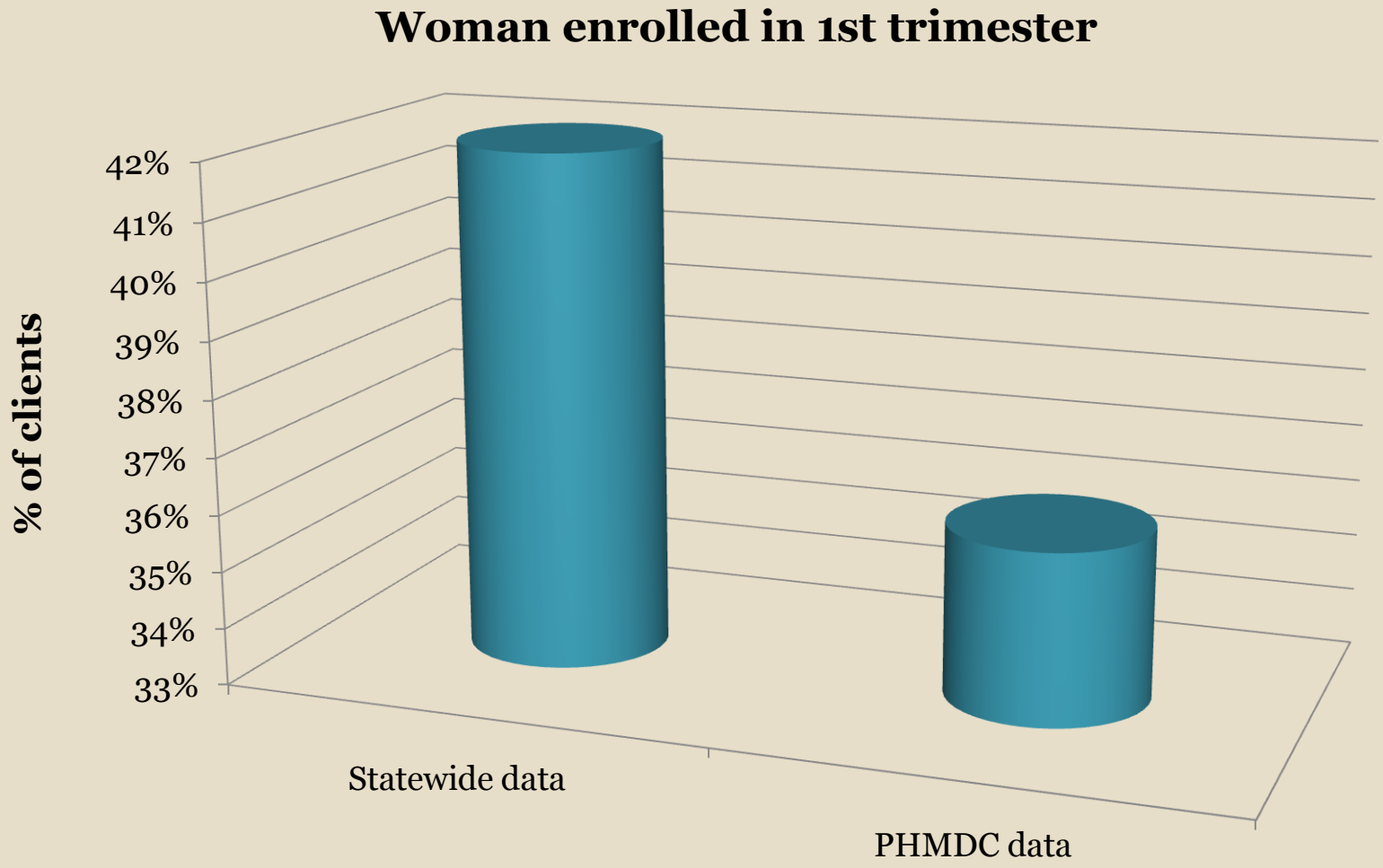


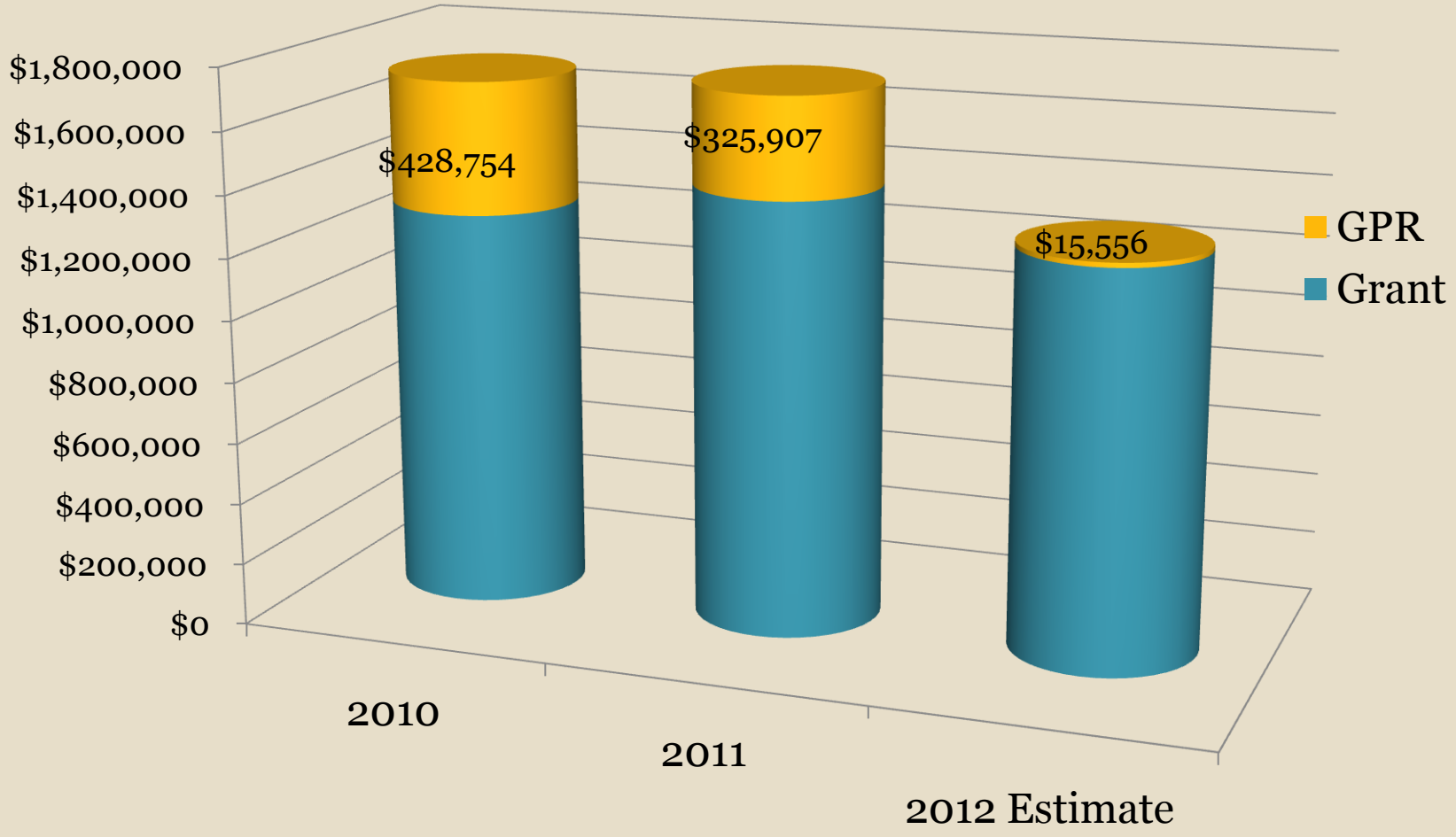
Nutrition & Health Outcomes Compared to State in 2012



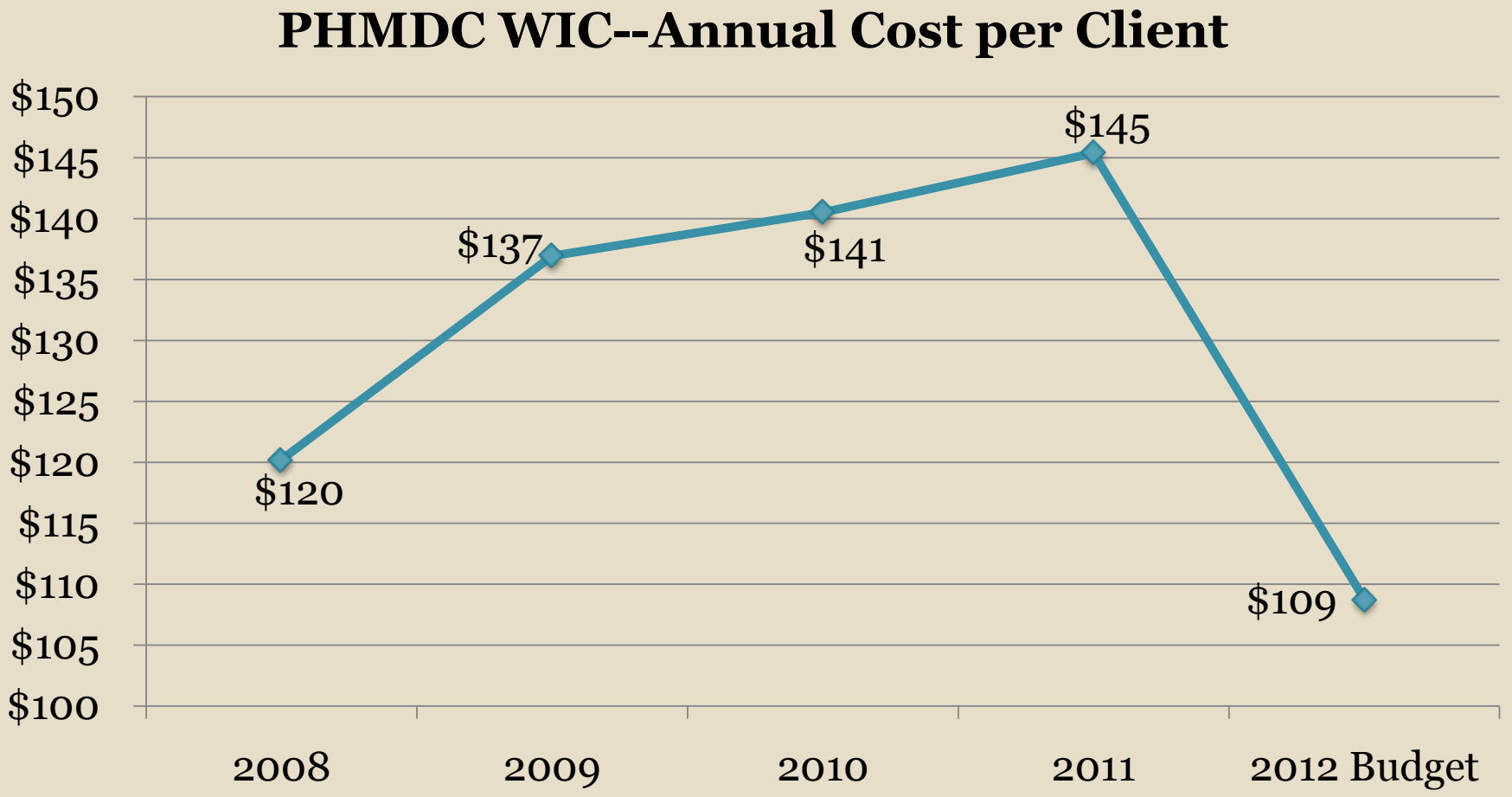
What outcome is lower than State average?



Program Funding Sources 2010-2012



Cost Per Client (yearly)



Major Strengths for WIC at PHMDC

- Integration into the Public Health Department
- Collaboration with other programs
- Strong breastfeeding support system
- Resource rich community
- Local political support for healthy communities