

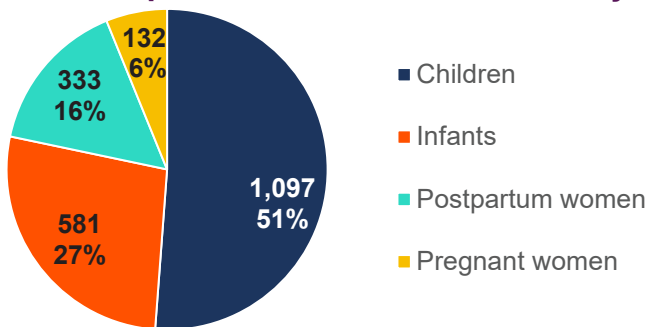
Westmoreland County

Total WIC Participation:
2,143

Eligible WIC Participation:
5,851

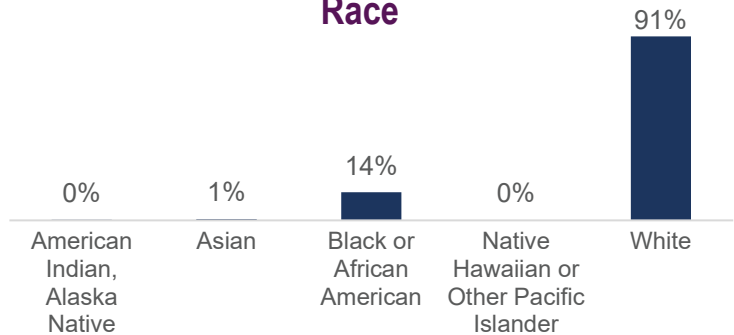
County WIC Coverage Rate:
37%

WIC Participants in Westmoreland County



Infants and children up to age 5 account for 78% of WIC participation in Westmoreland County

WIC Participation in Westmoreland County by Race



Participants may be reported in more than one race category

KEY HEALTH AND NUTRITIONAL BENEFITS OF WIC

- Reduces the prevalence of household food insecurity, increases housing security, lifts participants above the poverty line, and protects against economic hardships
- Reduces the incidence of preterm births and low birth weight
- Reduces incidence of iron-deficiency anemia among infants and children
- Increases access to early prenatal care and encourages breastfeeding
- Improves diet quality and intake of key nutrients
- Improves access to healthcare and social services



Eligible Population Participating in WIC

Feb 2022 (using 2021 eligibility) **37%**

Feb 2020 (using 2019 eligibility) **52%**

Thriving PA is a non-partisan, statewide campaign that seeks to improve the quality of and increase equitable access to a coordinated system of health supports, including access to comprehensive perinatal health services, children's health insurance, nutrition supports, and lead screening and abatement.

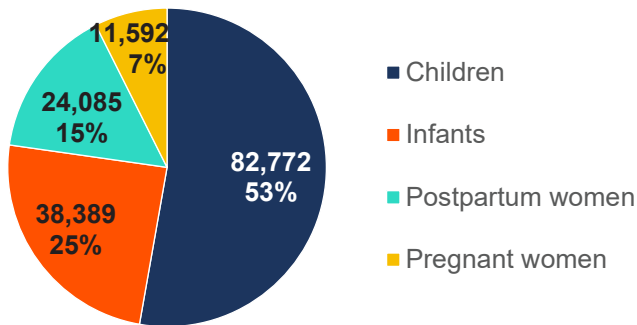
Pennsylvania

Total WIC Participation:
156,838

Eligible WIC Participation:
314,073

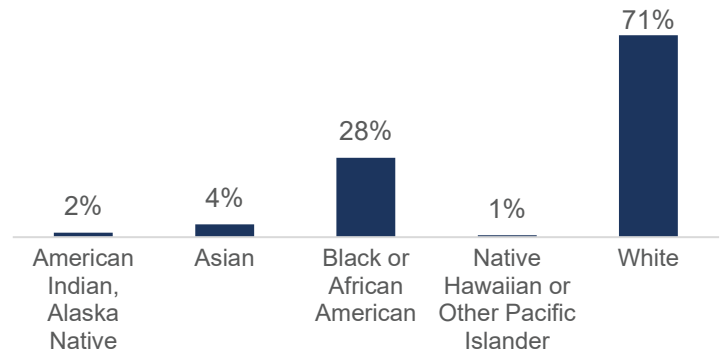
County WIC Coverage Rate:
50%

WIC Participants in Pennsylvania



Infants and children up to age 5 account for 77% of WIC participation in Pennsylvania

WIC Participation in Pennsylvania by Race



Participants may be reported in more than one race category

With a decline in participation for the WIC program over the last several years, Thriving PA recommends:

- Improving WIC technology to remove barriers to access and meet families where they are - including developing an online Smart Card and mobile app, permanently implementing telehealth policies, investing in WIC online purchasing, and establishing a technology and innovation workgroup.
- Integrating WIC into the portfolio of services available to low-income families and promoting connections among key programs, including health care, early childhood education, SNAP, and Medicaid.
- Expanding eligibility, including adopting a policy for adjunctive eligibility, and streamlining certification.
- Promoting more targeted outreach to populations and counties with low WIC coverage rates.

TO LEARN MORE ABOUT WIC, VISIT WWW.PAWIC.COM OR CALL 1-800-WIC-WINS

Thriving PA is led by Allies for Children, Children First, Maternity Care Coalition and Pennsylvania Partnerships for Children

Data is provided by Pennsylvania Partnerships for Children through analysis of information from the Pennsylvania Department of Health's Bureau of WIC and Division of Health Informatics. Participation data is from February 2022.