**WIC Support Is a Cost-Saving Investment**
(A healthy start reduces long-term costs)

WIC has been shown to:
- reduce infant mortality; yield better birth outcomes;
- increase breastfeeding rates; increase key nutrients in the diet;
- and help ensure adequate growth and development.

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**PRETERM BIRTHS**
Cost the U.S. over $26 billion a year.

The Institute of Medicine concluded that nearly all U.S. low income women in their childbearing years and children ages 2-5 are at dietary risk and vulnerable to poor nutrition intake.

**POOR NUTRITION**
During early childhood increases the chance of anemia, limits a child’s ability to learn, and adds to health care costs.

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**U.S. Health Care Costs**
More than 75% of U.S. health care costs are due to chronic conditions.

**Optimum Nutrition Intake**
Optimum nutrition intake promotes a healthy body weight that will enable positive birth outcomes in women and reduce the risk of chronic diseases in both adults and children.