

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.



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.



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



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.