MISSION IN ACTION: In FFY2018 TOA WIC distributed $2 million in healthy food & infant formula vouchers, redeemed by 2,776 individuals at 34 local grocery stores & made 34,379 referrals to health, education and social services.

TEAM OF EXPERTS

4 Registered Dietitians
3 Dietetic Technicians
2 International Board Certified Lactation Consultants
3 Certified Lactation Counselors
2 Breastfeeding Peer Counselors
1 Administrative Professional

PARTICIPATION BY CLINIC

- Portland, 1701
- Windham, 440
- Westbrook, 310
- South Portland, 115
- Casco, 83
- Standish, 69
- Brunswick, 67

PARTICIPATION BY TYPE

- Children 2-5 Years, 1539 (55.4%)
- Pregnant Women, 233 (8.4%)
- Postpartum Women, 128 (4.6%)
- Breastfeeding Women,* 242 (8.7%)
- Breastfed Infants,** 265 (9.5%)
- Formula Fed Infants, 369 (13.3%)

*Includes fully & partially breastfeeding women
**Includes fully & partially breastfed infants
BREASTFEEDING

BREASTFEEDING INITIATION RATE

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<thead>
<tr>
<th></th>
<th>TOA</th>
<th>Statewide</th>
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<tbody>
<tr>
<td>100%</td>
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<tr>
<td>75%</td>
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BREASTFEEDING DURATION  

<table>
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<tbody>
<tr>
<td>TOA ≥ 3 Months</td>
<td>54%</td>
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<tr>
<td>Statewide ≥ 3 Months</td>
<td>42%</td>
</tr>
<tr>
<td>TOA ≥ 6 Months</td>
<td>41%</td>
</tr>
<tr>
<td>Statewide ≥ 6 Months</td>
<td>33%</td>
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BREASTFEEDING BY LEVEL

"DEAR TOA WIC BREASTFEEDING TEAM, THANKS FOR TAKING CARE OF ME AND MY BABY WHO WILL BE HERE SOON!"

-Breastfeeding Class Attendee
LANGUAGES

- English: 63.4%
- French: 10.1%
- Arabic: 7%
- Somali: 6.9%
- Portuguese: 4.2%
- Spanish: 2.6%
- Other*: 5.8%

*Includes Lingala (2%), Kenyarwanda (1.5%), Swahili (0.5%), Farsi, Vietnamese, Chinese, Cambodian, Russian, Acholi, American Sign Language, and 'Other'

TRANSLATION

In-person translation services (for new certifications of non-English speakers) provided by Catholic Charities. Phone interpretation service is provided by Language Line Solutions.

SMOKING

14% Of women enrolled at TOA WIC in FFY2018 reported smoking 3 months prior to pregnancy.

Of those, 46% reported they quit smoking during pregnancy; 3.5% of those who quit resumed smoking after their child was born (the statewide average for resumed smoking after birth was 6.6% in FFY2018).

HEMOGLOBIN

In FFY2017 27% of TOA WIC child participants had at least one low hemoglobin reading with a subsequent improved reading average of 66%. In FFY2018 21% of TOA WIC child participants had at least one low reading with a subsequent improved reading average of 61%. The goal for subsequent improved readings is 70% or 1% increase year-over-year. TOA WIC seeks to focus on blood iron education in FFY2019.

FRUIT & VEGETABLE VOUCHER REDEMPTION

82% TOA WIC average

Statewide average 79%