

# MaineGeneral WIC 2023 Annual Report

## Serving Kennebec and Somerset Counties

### MaineGeneral Women, Infants & Children (WIC)

Part of the primary care department within MaineGeneral Medical Center. Primary care provides services to pregnant and postpartum women, infants and children in the Kennebec Valley area.

### A Message from the Director

I am proud to share our annual report for 2023.

This report provides an overview of our efforts to increase access to healthy food, provide referrals to health and social services, support and promote breast/chestfeeding, and provide nutrition counseling to WIC-eligible families in Kennebec and Somerset counties.

This past year was a busy one for us. We resumed full in-person WIC clinic services at all seven of our sites following the end of the COVID-19 pandemic waivers; we collaborated with community partners to increase access to health promoting services and programs; and we conducted off-site education and outreach across our two counties.

It is a privilege to serve Maine families in Kennebec and Somerset counties. Our work is made possible by our team of dedicated WIC professionals, our many health and social services community partners, and the families that welcome us into their lives.

Sincerely,

Brookes Smith  
Director  
MaineGeneral WIC

### MaineGeneral Health Mission

Our mission is to enhance, every day, the health of our patients, our families, and our communities.



### MaineGeneral WIC Facts

- MaineGeneral WIC's main site clinics are located in Augusta, Waterville and Skowhegan.
- Outreach clinics are located in Madison, Winthrop, Gardiner and Pittsfield.
- WIC staffing\* consists of registered dietitians, certified lactation counselors, board-certified lactation consultants, nutrition educators and a breastfeeding peer counselor.

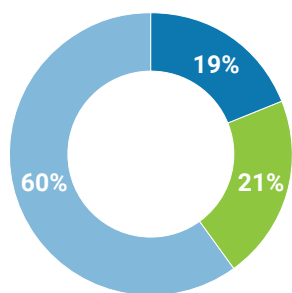
\*Agency staff may occupy more than one role.

FY 2023 MGH WIC Average Monthly Participation: 2,668

FY 2023 MGH WIC Unduplicated Participation: 4,159

FY 2023: Oct. 1, 2022 – Sept. 30, 2023

### Average Participation



● Women ● Infants ● Children

- Pregnant, postpartum and breastfeeding women: **515**
- Infants: **552**
- Children: **1,601**

### Food Insecurity in Maine 2021

#### Kennebec County:

- **10.9%** Overall Food Insecurity Rate
- **15.1%** Child Food Insecurity Rate

#### Somerset County:

- **14.3%** Overall Food Insecurity Rate
- **20.1%** Child Food Insecurity Rate

## WIC Food Benefits

**\$17,261.68**

farmers' market dollars  
redeemed with local  
farmers

**87%**

of cash-value fruit and  
vegetable benefits were  
redeemed

**27.65%**

of MaineGeneral WIC  
households redeemed  
farmers' market benefits

**\$2,142,503**

Food dollars spent at local  
community grocery vendors



MaineGeneral WIC supports healthy families and communities through referrals to medical care and other necessary community resources.

**11,081**

health care and  
community support  
referrals made

**117**

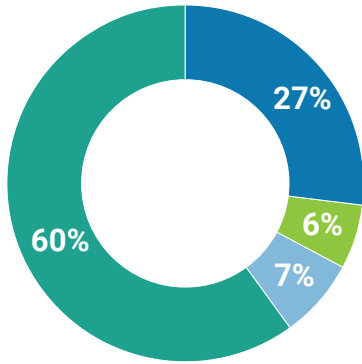
Registered dietitian  
referrals made

**82%**

of enrolled 18-24-month-old  
children have complete DTaPs

MaineGeneral WIC partnered with MaineGeneral Horizon program to offer mobile unit outreach services which include rapid HIV and Hepatitis C testing and education.

## Infant Feeding



- Fully breastfeeding
- Partially breastfeeding
- Some breastfeeding
- Non breastfeeding

MaineGeneral WIC supports breastfeeding parents in their personal breastfeeding journeys.

**89%** of pregnant enrollees initiated breast-/chestfeeding

**53%** of enrolled infants received human milk for >3 months

**41%** of enrolled infants received human milk for >6 months

**27%** of enrolled infants are fully breast-/chestfeeding

**393** number of referrals made to MaineGeneral WIC breastfeeding peer counseling services

**275** community baby shower attendees received MaineGeneral WIC breastfeeding outreach information

**48** Approximate number of Symphony® electric breast pumps loaned



"I've had the privilege to be able to contact a MaineGeneral Breastfeeding Peer Counselor from WIC here in Maine. She's been extremely helpful during my rough times with breastfeeding. She always gives me amazing pointers, advice and just so much more. I appreciate all she has done for me and I would've been lost without her!"

— MaineGeneral WIC Participant