

WHEREAS; this year marks the 50th anniversary of the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), which works to improve the health and well-being of mothers and young kids who are low-income and nutritionally at-risk; and

WHEREAS; administered in Wisconsin by the Wisconsin Department of Health Services (DHS), WIC provides individualized services to participants, including nutritious foods, nutrition education and counseling, breastfeeding and lactation support, and referrals for infants, kids, and individuals who are pregnant, breastfeeding, and postpartum, therefore reducing structural inequities by providing access to key health building blocks at crucial times in life; and

WHEREAS; research suggests that roughly 13 percent of kids in Wisconsin live in poverty and many households with kids cannot afford their basic needs, demonstrating a need for programs like WIC, which expects to serve over 90,000 participants per month in 2024, including 38 percent of all babies born in Wisconsin and over 25 percent of Wisconsin kids up to age five; and

WHEREAS; in addition to nutrition services, Wisconsin, families receiving perinatal and postpartum breastfeeding peer counselor services offered by WIC are more likely to start breastfeeding and breastfeed for longer, bridging the gap for underserved families that have historically lacked access to lactation support; and

WHEREAS; WIC has a positive economic impact on local communities as WIC food benefit purchases at local retail stores are expected to total \$72 million in Fiscal Year 2024, with an additional \$1.5 million spent on fresh produce from Wisconsin farmers at local markets and farm stands; and

WHEREAS; on this occasion, the state of Wisconsin and DHS join federal, local, Tribal, and state partners in celebrating 50 years of the WIC program that has proven to make a difference in the health and welfare of the families it serves and reaffirms its commitment to ensuring equitable access and opportunity for all individuals and families, both now and in the future;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim October 30 2024 as

WISCONSIN WIC DAY

throughout the State of Wisconsin and I commend this observance
to all our state's residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 18th day of October 2024.



TONY EVERS, Governor

By the Governor:



SARAH GODLEWSKI, Secretary of State