

Michigan WIC Five-year-plan

The Health Outcome Indicators

January 2014 To December 2018



- Increase first trimester entry into the WIC program from 36.9% to 42.0%.
- Increase ideal prenatal weight gain from 30.7% to 33.5% among Michigan WIC mothers.
- Reduce the percent of low birth weight infants born to women enrolled in Michigan WIC from 8.7% to 8.0%.
- Increase breastfeeding initiation rate from 63.1% to 67.0% and the six-month duration rate from 17.7% to 20.5%.
- Decrease the prevalence of early childhood obesity, in children 2 to 5 years of age, from 14.1% to 13.5%.
- Decrease the prevalence of low hemoglobin level from 17.5% to 15.0% among children less than five years of age.

The projections are based on the 2003-2013 trend data from Michigan PNSS and PedNSS. 2013 data is used as the baseline for a five-year-plan from Jan. 2014 to Dec. 2018.