



# Hawaii

**State Performance Measure #2:** Reduce the rate of food insecurity for pregnant women and infants through the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) services

**Priority:** Reduce food insecurity for pregnant women and infants through WIC program promotion and partnership.

**Population Domain:** Perinatal/Infant Health



## OBJECTIVE

By 2025, increase the total number of WIC participants in Hawaii to 30,000.



## STRATEGIES

- Creating a data-sharing agreement between WIC and SNAP to streamline enrollment for people eligible for both programs.
- Expanding access to fresh, local produce by authorizing WIC benefits at farmers markets and community food hubs.
- Increasing enrollment in and use of the WIC program.



## TITLE V'S ROLE

As Hawaii's largest public food security program, the WIC Services Branch provides health education and support to pregnant women. Although WIC Services do not receive funding from Title V, they do benefit from administrative support funded by Title V, including **media, contracting, data analytics, and Information Technology (IT) services.**