

WIC State Agency Profiles

Client: National WIC Association

Overview

Insight partnered with the National WIC Association (NWA) to automate the development of 89 state agency profiles for its annual *State of WIC* report. Insight designed and developed the profiles within a few weeks. The profiles display information on WIC participant characteristics; breastfeeding trends; childhood obesity rates; and mortality and birth outcomes for each state, U.S. territory, and Indian Tribal organization. The profiles include data from Insight's 2018 WIC Participant and

Program Characteristics report and 2017 WIC Eligibility Estimates report.

Insight worked with NWA to design the template for automating the development of the profiles, structured the data from multiple data sources for populating the profiles, and created the template for producing them.

Products

Eighty-nine state agency profiles

