

HOW WIC HELPS CALIFORNIA



State WIC Director

Christine Nelson
3901 Lennane Dr,
Sacramento, CA 95834-1922

Phone: 916-928-8806

Email: Christine.nelson@cdph.ca.gov

MISSION OF WIC

Assuring healthy pregnancies, birth outcomes, growth and development for mothers, babies, and young children to age 5 who are at nutritional risk. Providing nutritious supplemental foods, breastfeeding promotion and support, education on healthy eating, and referrals to healthcare and critical social services.

COVID-19 Response

California WIC received at least 17 waivers, including physical presence and extended certification periods for children.



52%

of infants born in California participated in WIC in 2017



61%

of eligible individuals in California participated in WIC in 2017

WHO PARTICIPATES IN WIC?

1,194,194

WIC PARTICIPANTS

Pregnant women	100,047
Breastfeeding women	90,986
Postpartum women	62,899
Infants	244,943
Children	695,319

California WIC participation in 2018

BREASTFEEDING IN WIC

California WIC breastfeeding initiation rates increased by **1 percentage point** between 2010 and 2018.



Among WIC infants who initiated breastfeeding in California in 2018, **13 percent** continued breastfeeding at 6 months.

CHILDHOOD OBESITY IN WIC IN CALIFORNIA

The obesity rate among WIC toddlers in California decreased by **3 percentage points** between 2010 and 2016.

Obesity rate among WIC toddlers, 2016 **16%**

MORTALITY AND BIRTH OUTCOMES IN CALIFORNIA

Maternal mortality per 100,000 births, 2010–2015	4.5
Infant mortality per 1,000 live births, 2017	4.2
Preterm birth rates, 2017	9%

CALIFORNIA WIC PARTICIPANT CHARACTERISTICS

\$21,363
average family income in 2018

80%
received Medicaid in 2018

\$44.09
average monthly food cost in FY 2019

HOW WIC SUPPORTED THE CALIFORNIA ECONOMY IN FY 2019

\$491.5M
to spend at food retailers

\$219.8M
formula rebates received

\$324.5M
nutrition, breastfeeding services & admin

Sources: CDC Morbidity and Mortality Weekly Report 2019;68:1057-1061 (cdc.gov/mmwr/) for childhood obesity in WIC. CDC WONDER (wonder.cdc.gov) for mortality and birth outcomes. National WIC Association (nwica.org) for total infants participating in state. USDA 2017 WIC Eligibility Estimates report (fns.usda.gov/wic/national-and-state-level-estimates-wic-eligibility-and-wic-program-reach-2017) for percent of eligible individuals participating. USDA FNS WIC Program Data FY 2019 (fns.usda.gov/pd/wic-program) as of January 19, 2021. USDA WIC Participant and Program Characteristics reports for years displayed.

