

HOW WIC HELPS COLORADO



State WIC Director

Heidi Hoffman
4300 Cherry Creek South Dr A-4,
Denver, CO 80246

Phone: 303-692-2400

Email: heidi.hoffman@state.co.us

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

Colorado WIC received at least 16 waivers, including physical presence and food substitutions for dairy products.



37%

of infants born in Colorado participated in WIC in 2017



41%

of eligible individuals in Colorado participated in WIC in 2017

WHO PARTICIPATES IN WIC?

94,470

WIC PARTICIPANTS

Pregnant women	8,347
Breastfeeding women	7,938
Postpartum women	6,488
Infants	23,879
Children	47,818

Colorado WIC participation in 2018

BREASTFEEDING IN WIC

Colorado WIC breastfeeding initiation rates increased by **5 percentage points** between 2010 and 2018.



Among WIC infants who initiated breastfeeding in Colorado in 2018, **36 percent** continued breastfeeding at 6 months.

CHILDHOOD OBESITY IN WIC IN COLORADO

The obesity rate among WIC toddlers in Colorado decreased by **2 percentage points** between 2010 and 2016.

Obesity rate among WIC toddlers, 2016 **8%**

MORTALITY AND BIRTH OUTCOMES IN COLORADO

Maternal mortality per 100,000 births, 2010–2015 **11.3**

Infant mortality per 1,000 live births, 2017 **4.6**

Preterm birth rates, 2017 **9%**

COLORADO WIC PARTICIPANT CHARACTERISTICS

\$22,290
average family income in 2018

56%
received Medicaid in 2018

\$37.00
average monthly food cost in FY 2019

HOW WIC SUPPORTED THE COLORADO ECONOMY IN FY 2019

\$36.4M
to spend at food retailers

\$15.2M
formula rebates received

\$25.4M
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.

