HOW WIC HELPS COLORADO

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.

WHO PARTICIPATES IN WIC?

<table>
<thead>
<tr>
<th>WIC PARTICIPANTS</th>
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<tbody>
<tr>
<td>Pregnant women</td>
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<tr>
<td>Breastfeeding women</td>
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<tr>
<td>Postpartum women</td>
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<tr>
<td>Infants</td>
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<tr>
<td>Children</td>
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</tbody>
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37% of infants born in Colorado participated in WIC in 2017

41% of eligible individuals in Colorado participated in WIC in 2017

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

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

8% Obesity rate among WIC toddlers, 2016

MORTALITY AND BIRTH OUTCOMES

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

Average family income in 2018 $22,290
56% received Medicaid in 2018
Average monthly food cost in FY 2019 $37.00

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