

# HOW WIC HELPS FLORIDA



## State WIC Director

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## 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

Florida WIC received at least 10 waivers, including physical presence and extended certification periods for children.



# 57%

of infants born in Florida participated in WIC in 2017



# 51%

of eligible individuals in Florida participated in WIC in 2017

## WHO PARTICIPATES IN WIC?

# 543,711

## WIC PARTICIPANTS

Pregnant women	<b>48,246</b>
Breastfeeding women	<b>56,339</b>
Postpartum women	<b>24,893</b>
Infants	<b>128,481</b>
Children	<b>285,752</b>

Florida WIC participation in 2018

## BREASTFEEDING IN WIC

Florida WIC breastfeeding initiation rates increased by **9 percentage points** between 2010 and 2018.



Among WIC infants who initiated breastfeeding in Florida in 2018, **10 percent** continued breastfeeding at 6 months.

## CHILDHOOD OBESITY IN WIC IN FLORIDA

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

Obesity rate among WIC toddlers, 2016 **13%**

## MORTALITY AND BIRTH OUTCOMES IN FLORIDA

Maternal mortality per 100,000 births, 2010–2015 **23.8**

Infant mortality per 1,000 live births, 2017 **6.1**

Preterm birth rates, 2017 **10%**

## FLORIDA WIC PARTICIPANT CHARACTERISTICS

**\$20,551**  
average family income in 2018

**86%**  
received Medicaid in 2018

**\$45.87**  
average monthly food cost in FY 2019

## HOW WIC SUPPORTED THE FLORIDA ECONOMY IN FY 2019

**\$236.4M**  
to spend at food retailers

**\$116.9M**  
formula rebates received

**\$106.1M**  
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.

