HOW WIC HELPS GEORGIA

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
Georgia WIC received at least 12 waivers, including physical presence and larger package sizes for whole grains.

50% of infants born in Georgia participated in WIC in 2017

47% of eligible individuals in Georgia participated in WIC in 2017

WHO PARTICIPATES IN WIC?

241,407 WIC PARTICIPANTS

Pregnant women 24,739
Breastfeeding women 17,252
Postpartum women 18,094
Infants 64,550
Children 116,772

BREASTFEEDING IN WIC
Georgia WIC breastfeeding initiation rates increased by 10 percentage points between 2010 and 2018.

Among WIC infants who initiated breastfeeding in Georgia in 2018, 19 percent continued breastfeeding at 6 months.

CHILDHOOD OBESITY IN WIC IN GEORGIA
The obesity rate among WIC toddlers in Georgia decreased by 2 percentage points between 2010 and 2016.

Obesity rate among WIC toddlers, 2016 13%

MORTALITY AND BIRTH OUTCOMES IN GEORGIA
Maternal mortality per 100,000 births, 2010–2015 46.2
Infant mortality per 1,000 live births, 2017 7.3
Preterm birth rates, 2017 11%

GEORGIA WIC PARTICIPANT CHARACTERISTICS
$15,200 average family income in 2018
70% received Medicaid in 2018
$40.51 average monthly food cost in FY 2019

HOW WIC SUPPORTED THE GEORGIA ECONOMY IN FY 2019
$98.6M to spend at food retailers
$60.9M formula rebates received
$63.1M nutrition, breastfeeding services & admin