

HOW WIC HELPS GEORGIA



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

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 |

Georgia WIC participation in 2018

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

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.

