

HOW WIC HELPS IOWA



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

Iowa WIC received at least 5 waivers, including physical presence and relief from in-person monitoring requirements.



41%

of infants born in Iowa participated in WIC in 2017



51%

of eligible individuals in Iowa participated in WIC in 2017

WHO PARTICIPATES IN WIC?

70,601

WIC PARTICIPANTS

Pregnant women	5,316
Breastfeeding women	4,636
Postpartum women	5,771
Infants	15,659
Children	39,219

Iowa WIC participation in 2018

BREASTFEEDING IN WIC

Iowa WIC breastfeeding initiation rates increased by **15 percentage points** between 2010 and 2018.



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

CHILDHOOD OBESITY IN WIC IN IOWA

The obesity rate among WIC toddlers in Iowa decreased by **<1 percentage points** between 2010 and 2016.

Obesity rate among WIC toddlers, 2016 **15%**

MORTALITY AND BIRTH OUTCOMES IN IOWA

Maternal mortality per 100,000 births, 2010–2015 **17.9**

Infant mortality per 1,000 live births, 2017 **5.6**

Preterm birth rates, 2017 **9%**

IOWA WIC PARTICIPANT CHARACTERISTICS

\$26,141
average family income in 2018

67%
received Medicaid in 2018

\$31.71
average monthly food cost in FY 2019

HOW WIC SUPPORTED THE IOWA ECONOMY IN FY 2019

\$22.1M
to spend at food retailers

\$17.0M
formula rebates received

\$16.3M
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.

