

# HOW WIC HELPS KENTUCKY



## 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

Kentucky WIC received at least 7 waivers, including physical presence and relief from in-person monitoring requirements.



# 57%

of infants born in Kentucky participated in WIC in 2017



# 49%

of eligible individuals in Kentucky participated in WIC in 2017

## WHO PARTICIPATES IN WIC?

# 113,382

## WIC PARTICIPANTS

Pregnant women	11,169
Breastfeeding women	5,259
Postpartum women	10,117
Infants	31,358
Children	55,479

Kentucky WIC participation in 2018

## BREASTFEEDING IN WIC

Kentucky WIC breastfeeding initiation rates increased by **11 percentage points** between 2010 and 2018.



Among WIC infants who initiated breastfeeding in Kentucky in 2018, **12 percent** continued breastfeeding at 6 months.

## CHILDHOOD OBESITY IN WIC IN KENTUCKY

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

Obesity rate among WIC toddlers, 2016 **16%**

## MORTALITY AND BIRTH OUTCOMES IN KENTUCKY

Maternal mortality per 100,000 births, 2010–2015 **19.4**

Infant mortality per 1,000 live births, 2017 **6.7**

Preterm birth rates, 2017 **11%**

## KENTUCKY WIC PARTICIPANT CHARACTERISTICS

# \$21,603

average family income in 2018

# 89%

received Medicaid in 2018

# \$38.93

average monthly food cost in FY 2019

## HOW WIC SUPPORTED THE KENTUCKY ECONOMY IN FY 2019

# \$44.1M

to spend at food retailers

# \$28.9M

formula rebates received

# \$27.1M

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.

