

HOW WIC HELPS MAINE



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

Maine WIC completed EBT/e-WIC rollout during the pandemic. Maine received at least 5 waivers, including physical presence and larger package sizes for eggs.



35%

of infants born in Maine participated in WIC in 2017



50%

of eligible individuals in Maine participated in WIC in 2017

WHO PARTICIPATES IN WIC?

20,172

WIC PARTICIPANTS

Pregnant women	1,675
Breastfeeding women	1,455
Postpartum women	1,297
Infants	4,288
Children	11,457

Maine WIC participation in 2018

BREASTFEEDING IN WIC

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



Among WIC infants who initiated breastfeeding in Maine in 2018, **30 percent** continued breastfeeding at 6 months.

CHILDHOOD OBESITY IN WIC IN MAINE

The obesity rate among WIC toddlers in Maine decreased by **1 percentage point** between 2010 and 2016.

Obesity rate among WIC toddlers, 2016 **14%**

MORTALITY AND BIRTH OUTCOMES IN MAINE

Maternal mortality per 100,000 births, 2010–2015 **15.7**

Infant mortality per 1,000 live births, 2017 **5.8**

Preterm birth rates, 2017 **9%**

MAINE WIC PARTICIPANT CHARACTERISTICS

\$20,045
average family income in 2018

75%
received Medicaid in 2018

\$40.57
average monthly food cost in FY 2019

HOW WIC SUPPORTED THE MAINE ECONOMY IN FY 2019

\$8.5M
to spend at food retailers

\$4.3M
formula rebates received

\$6.1M
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.

