

HOW WIC HELPS MASSACHUSETTS



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

Massachusetts WIC received at least 11 waivers, including physical presence and larger package sizes for whole grains.



43%

of infants born in Massachusetts participated in WIC in 2017



56%

of eligible individuals in Massachusetts participated in WIC in 2017

WHO PARTICIPATES IN WIC?

117,693

WIC PARTICIPANTS

| | |
|---------------------|--------|
| Pregnant women | 10,109 |
| Breastfeeding women | 9,460 |
| Postpartum women | 7,395 |
| Infants | 30,181 |
| Children | 60,548 |

Massachusetts WIC participation in 2018

BREASTFEEDING IN WIC

Massachusetts WIC breastfeeding initiation rates increased by **6 percentage points** between 2010 and 2018.



Among WIC infants who initiated breastfeeding in Massachusetts in 2018, **29 percent** continued breastfeeding at 6 months.

CHILDHOOD OBESITY IN WIC IN MASSACHUSETTS

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

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

MORTALITY AND BIRTH OUTCOMES IN MASSACHUSETTS

Maternal mortality per 100,000 births, 2010–2015 **6.1**

Infant mortality per 1,000 live births, 2017 **3.8**

Preterm birth rates, 2017 **9%**

MASSACHUSETTS WIC PARTICIPANT CHARACTERISTICS

\$19,765
average family income in 2018

90%
received Medicaid in 2018

\$38.90
average monthly food cost in FY 2019

HOW WIC SUPPORTED THE MASSACHUSETTS ECONOMY IN FY 2019

\$48.2M
to spend at food retailers

\$24.5M
formula rebates received

\$24.4M
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.

