HOW WIC HELPS MASSACHUSETTS

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

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

- 2018: 80%
- 2010: 74%

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


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Please direct all questions to NWA at 202.232.5492
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