HOW WIC HELPS MISSISSIPPI

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
Mississippi WIC began the transition from a direct distribution system to EBT/e-WIC at retail settings during the pandemic. Mississippi received at least 5 waivers, including physical presence and relief from in-person monitoring requirements.

65%
of infants born in Mississippi participated in WIC in 2017

55%
of eligible individuals in Mississippi participated in WIC in 2017

WHO PARTICIPATES IN WIC?

94,445
WIC PARTICIPANTS

Mississippi WIC participation in 2018

<table>
<thead>
<tr>
<th>Category</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pregnant women</td>
<td>8,519</td>
</tr>
<tr>
<td>Breastfeeding women</td>
<td>3,545</td>
</tr>
<tr>
<td>Postpartum women</td>
<td>9,705</td>
</tr>
<tr>
<td>Infants</td>
<td>24,267</td>
</tr>
<tr>
<td>Children</td>
<td>48,409</td>
</tr>
</tbody>
</table>

BREASTFEEDING IN WIC
Mississippi WIC breastfeeding initiation rates increased by 9 percentage points between 2010 and 2018.

2018: 47%
2010: 38%

Among WIC infants who initiated breastfeeding in Mississippi in 2018, 10 percent continued breastfeeding at 6 months.

CHILDHOOD OBESITY IN WIC IN MISSISSIPPI
The obesity rate among WIC toddlers in Mississippi decreased by 1 percentage point between 2010 and 2016.

Obesity rate among WIC toddlers, 2016: 14%

MORTALITY AND BIRTH OUTCOMES IN MISSISSIPPI
Maternal mortality per 100,000 births, 2010–2015: 22.6
Infant mortality per 1,000 live births, 2017: 8.7
Preterm birth rates, 2017: 14%

MISSISSIPPI WIC PARTICIPANT CHARACTERISTICS

$13,745 average family income in 2018
66% received Medicaid in 2018
$54.70 average monthly food cost in FY 2019

HOW WIC SUPPORTED THE MISSISSIPPI ECONOMY IN FY 2019

$52.0M to spend at food retailers
$17.5M nutrition, breastfeeding services & admin