

HOW WIC HELPS MISSISSIPPI



State WIC Director

Diane Hargrove
800 S Wheatley St Ste 400,
Ridgeland, MS 39157

Phone: 601-991-6000

Email: diane.hargrove@msdh.ms.gov

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

Pregnant women	8,519
Breastfeeding women	3,545
Postpartum women	9,705
Infants	24,267
Children	48,409

Mississippi WIC participation in 2018

BREASTFEEDING IN WIC

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



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

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.

