

# HOW WIC HELPS MISSOURI



## 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

Missouri WIC completed EBT/e-WIC rollout during the pandemic. Missouri received at least 7 waivers, including physical presence and extended certification periods for children.



# 43%

of infants born in Missouri participated in WIC in 2017



# 46%

of eligible individuals in Missouri participated in WIC in 2017

## WHO PARTICIPATES IN WIC?

# 122,864

## WIC PARTICIPANTS

Pregnant women	11,895
Breastfeeding women	7,914
Postpartum women	11,280
Infants	31,629
Children	60,146

Missouri WIC participation in 2018

## BREASTFEEDING IN WIC

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



Among WIC infants who initiated breastfeeding in Missouri in 2018, **21 percent** continued breastfeeding at 6 months.

## CHILDHOOD OBESITY IN WIC IN MISSOURI

The obesity rate among WIC toddlers in Missouri decreased by **2 percentage points** between 2010 and 2016.

Obesity rate among WIC toddlers, 2016 **12%**

## MORTALITY AND BIRTH OUTCOMES IN MISSOURI

Maternal mortality per 100,000 births, 2010–2015 **32.6**

Infant mortality per 1,000 live births, 2017 **6.4**

Preterm birth rates, 2017 **11%**

## MISSOURI WIC PARTICIPANT CHARACTERISTICS

**\$19,133**  
average family income in 2018

**71%**  
received Medicaid in 2018

**\$34.07**  
average monthly food cost in FY 2019

## HOW WIC SUPPORTED THE MISSOURI ECONOMY IN FY 2019

**\$43.6M**  
to spend at food retailers

**\$33.3M**  
formula rebates received

**\$28.3M**  
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.

