

# HOW WIC HELPS NEW HAMPSHIRE



## State WIC Director

Lissa Sirois  
29 Hazen Dr,  
Concord, NH 03301

**Phone:** 603-271-4544

**Email:** Lissa.Sirois@dhhs.nh.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

New Hampshire WIC received at least 11 waivers, including physical presence and extended certification periods for children.



# 28%

of infants born in New Hampshire participated in WIC in 2017



# 37%

of eligible individuals in New Hampshire participated in WIC in 2017

## WHO PARTICIPATES IN WIC?

# 14,961

## WIC PARTICIPANTS

Pregnant women	<b>1,103</b>
Breastfeeding women	<b>1,087</b>
Postpartum women	<b>993</b>
Infants	<b>3,384</b>
Children	<b>8,394</b>

*New Hampshire WIC participation in 2018*

## BREASTFEEDING IN WIC

New Hampshire WIC breastfeeding initiation rates increased by **8 percentage points** between 2010 and 2018.



Among WIC infants who initiated breastfeeding in New Hampshire in 2018, **24 percent** continued breastfeeding at 6 months.

## CHILDHOOD OBESITY IN WIC IN NEW HAMPSHIRE

The obesity rate among WIC toddlers in New Hampshire increased by **1 percentage point** between 2010 and 2016.

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

## MORTALITY AND BIRTH OUTCOMES IN NEW HAMPSHIRE

Maternal mortality per 100,000 births, 2010–2015 **16.8**

Infant mortality per 1,000 live births, 2017 **3.9**

Preterm birth rates, 2017 **8%**

## NEW HAMPSHIRE WIC PARTICIPANT CHARACTERISTICS

**\$22,911**  
average family income in 2018

**79%**  
received Medicaid in 2018

**\$27.33**  
average monthly food cost in FY 2019

## HOW WIC SUPPORTED THE NEW HAMPSHIRE ECONOMY IN FY 2019

**\$4.0M**  
to spend at food retailers

**\$3.1M**  
formula rebates received

**\$4.3M**  
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.

