

# HOW WIC HELPS NEW JERSEY



## 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

New Jersey WIC received at least 12 waivers, including physical presence and larger package sizes for whole grains.



# 33%

of infants born in New Jersey participated in WIC in 2017



# 53%

of eligible individuals in New Jersey participated in WIC in 2017

## WHO PARTICIPATES IN WIC?

# 140,842

## WIC PARTICIPANTS

Pregnant women	12,558
Breastfeeding women	13,730
Postpartum women	7,016
Infants	33,787
Children	73,751

*New Jersey WIC participation in 2018*

## BREASTFEEDING IN WIC

New Jersey WIC breastfeeding initiation rates increased by **14 percentage points** between 2010 and 2018.



Among WIC infants who initiated breastfeeding in New Jersey in 2018, **39 percent** continued breastfeeding at 6 months.

## CHILDHOOD OBESITY IN WIC IN NEW JERSEY

The obesity rate among WIC toddlers in New Jersey decreased by **4 percentage points** between 2010 and 2016.

Obesity rate among WIC toddlers, 2016 **15%**

## MORTALITY AND BIRTH OUTCOMES IN NEW JERSEY

Maternal mortality per 100,000 births, 2010–2015 **38.1**

Infant mortality per 1,000 live births, 2017 **4.2**

Preterm birth rates, 2017 **10%**

## NEW JERSEY WIC PARTICIPANT CHARACTERISTICS

**\$21,433**  
average family income in 2018

**34%**  
received Medicaid in 2018

**\$56.78**  
average monthly food cost in FY 2019

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

**\$91.9M**  
to spend at food retailers

**\$33.8M**  
formula rebates received

**\$35.9M**  
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.

