HOW WIC HELPS NORTH CAROLINA

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.

53% of infants born in North Carolina participated in WIC in 2017

COVID-19 Response
North Carolina WIC received at least 11 waivers, including physical presence and larger package sizes for whole grains.

51% of eligible individuals in North Carolina participated in WIC in 2017

WHO PARTICIPATES IN WIC?

267,289
WIC PARTICIPANTS

Pregnant women 23,545
Breastfeeding women 20,179
Postpartum women 18,833
Infants 63,818
Children 140,914

BREASTFEEDING IN WIC
North Carolina WIC breastfeeding initiation rates increased by 26 percentage points between 1998 and 2014.

CHILDHOOD OBESITY IN WIC IN NORTH CAROLINA
The obesity rate among WIC toddlers in North Carolina increased by <1 percentage points between 2010 and 2016.

Obesity rate among WIC toddlers, 2016 14%

MORTALITY AND BIRTH OUTCOMES IN NORTH CAROLINA
Maternal mortality per 100,000 births, 2010–2015 15.8
Infant mortality per 1,000 live births, 2017 7.1
Preterm birth rates, 2017 11%

NORTH CAROLINA WIC PARTICIPANT CHARACTERISTICS

$13,783 average family income in 2018
84% received Medicaid in 2018
$37.23 average monthly food cost in FY 2019

HOW WIC SUPPORTED THE NORTH CAROLINA ECONOMY IN FY 2019

$92.6M to spend at food retailers
$57.2M formula rebates received
$58.6M nutrition, breastfeeding services & admin