

# HOW WIC HELPS SOUTH CAROLINA



## 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

South Carolina WIC received at least 12 waivers, including physical presence and additional varieties of fruits and vegetables.



# 51%

of infants born in South Carolina participated in WIC in 2017



# 43%

of eligible individuals in South Carolina participated in WIC in 2017

## WHO PARTICIPATES IN WIC?

# 102,845

## WIC PARTICIPANTS

Pregnant women	9,799
Breastfeeding women	6,256
Postpartum women	10,238
Infants	29,069
Children	47,483

South Carolina  
WIC participation  
in 2018

## BREASTFEEDING IN WIC

South Carolina WIC breastfeeding initiation rates increased by **13 percentage points** between 2010 and 2018.

2018 **59%**

2010 **46%**

Among WIC infants who initiated breastfeeding in South Carolina in 2018, **15 percent** continued breastfeeding at 6 months.

## CHILDHOOD OBESITY IN WIC IN SOUTH CAROLINA

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

Obesity rate among WIC toddlers, 2016 **11%**

## MORTALITY AND BIRTH OUTCOMES IN SOUTH CAROLINA

Maternal mortality per 100,000 births, 2010–2015 **26.5**

Infant mortality per 1,000 live births, 2017 **6.8**

Preterm birth rates, 2017 **11%**

## SOUTH CAROLINA WIC PARTICIPANT CHARACTERISTICS

**\$16,942**  
average  
family income  
in 2018

**79%**  
received  
Medicaid  
in 2018

**\$46.71**  
average  
monthly food  
cost in FY 2019

## HOW WIC SUPPORTED THE SOUTH CAROLINA ECONOMY IN FY 2019

**\$47.4M**  
to spend  
at food  
retailers

**\$25.0M**  
formula  
rebates  
received

**\$25.3M**  
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.

