HOW WIC HELPS WISCONSIN

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
Wisconsin WIC received at least 14 waivers, including physical presence and extended certification periods for children.

37% of infants born in Wisconsin participated in WIC in 2017

49% of eligible individuals in Wisconsin participated in WIC in 2017

WHO PARTICIPATES IN WIC?

101,966 WIC PARTICIPANTS

Pregnant women 7,811
Breastfeeding women 5,573
Postpartum women 8,400
Infants 23,824
Children 56,358

BREASTFEEDING IN WIC
Wisconsin WIC breastfeeding initiation rates increased by 5 percentage points between 2010 and 2018.

2018 73%
2010 68%

Among WIC infants who initiated breastfeeding in Wisconsin in 2018, 18 percent continued breastfeeding at 6 months.

CHILDHOOD OBESITY IN WIC
The obesity rate among WIC toddlers in Wisconsin decreased by 1 percentage point between 2010 and 2016.

Obesity rate among WIC toddlers, 2016 14%

MORTALITY AND BIRTH OUTCOMES IN WISCONSIN
Maternal mortality per 100,000 births, 2010–2015 14.3
Infant mortality per 1,000 live births, 2017 6.4
Preterm birth rates, 2017 10%

WISCONSIN WIC PARTICIPANT CHARACTERISTICS

$20,046 average family income in 2018
45% received Medicaid in 2018
$36.28 average monthly food cost in FY 2019

HOW WIC SUPPORTED THE WISCONSIN ECONOMY IN FY 2019

$38.2M to spend at food retailers
$22.6M formula rebates received
$28.0M nutrition, breastfeeding services & admin


FEBRUARY 2021

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W I S C O N S I N


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