

HOW WIC HELPS ALABAMA



State WIC Director

Pam Galloway
The RSA Tower, 201 Monroe Street,
Suite 1300
Montgomery, AL 36104
888.942.4673
Pam.Galloway@adph.state.al.us

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.



54% OF INFANTS BORN IN ALABAMA PARTICIPATE IN WIC



50% OF ELIGIBLE INDIVIDUALS IN ALABAMA PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN ALABAMA?

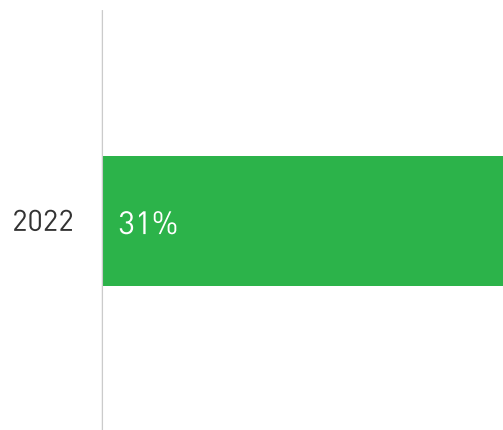
111,702

WIC PARTICIPANTS

Pregnant women.....	10,993
Breastfeeding women...	4,657
Postpartum women.....	9,207
Infants.....	28,520
Children.....	58,325

BREASTFEEDING IN WIC

In 2022, **31 percent** of 6- to 13-month-old infants and children in Alabama initiated breastfeeding.



Among WIC infants who initiated breastfeeding in Alabama in 2022, **8 percent** continued breastfeeding at 6 months.

MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022...	38.6
Infant mortality per 1,000 live births, 2022.....	6.7
Preterm birth rate, 2022.....	13%

ALABAMA WIC PARTICIPANT CHARACTERISTICS

\$17,954	\$52.64	76%
AVERAGE FAMILY INCOME	AVERAGE MONTHLY FOOD COST IN 2024	RECEIVED MEDICAID

HOW WIC SUPPORTED THE ALABAMA ECONOMY IN FY 2024

\$70.6M	\$38.1M	\$25.3M
TO SPEND AT FOOD RETAILERS	FORMULA REBATES RECEIVED	NUTRITION, BREASTFEEDING SERVICES & ADMIN

Sources: WIC eligible individuals participating from USDA WIC Eligibility Estimates report for 2022 (<https://www.fns.usda.gov/research/wic/ee-2022>). WIC participants and economic impact from USDA WIC Data Tables for fiscal year (FY) 2024 (<https://www.fns.usda.gov/pd/wic-program>) as of January 21, 2025. Participant characteristics for 2022 and WIC breastfeeding and rates for years displayed from USDA WIC Participant and Program Characteristics reports (<https://www.fns.usda.gov/research/wic/participant-program-characteristics-2022>). Maternal mortality from America's Health Rankings (https://www.americashealthrankings.org/explore/measures/maternal_mortality_c). Infant mortality and preterm birth rate from CDC (https://www.cdc.gov/nchs/pressroom/stats_of_the_states.htm).