

HOW WIC HELPS

THE DISTRICT OF COLUMBIA



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.



44%

OF INFANTS BORN
IN THE DISTRICT OF COLUMBIA
PARTICIPATE IN WIC



47%

OF ELIGIBLE INDIVIDUALS
IN THE DISTRICT OF COLUMBIA
PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN THE DISTRICT OF COLUMBIA?

12,365

WIC PARTICIPANTS

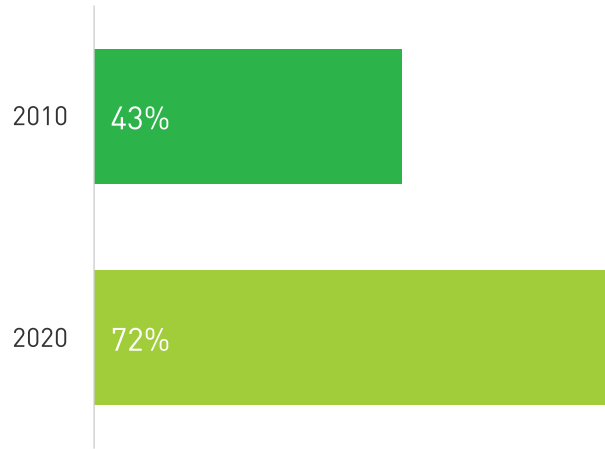
Pregnant women.....	917
Breastfeeding women...	1,509
Postpartum women.....	626
Infants.....	3,091
Children.....	6,222

MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022...	27.3
Infant mortality per 1,000 live births, 2022.....	5.5
Preterm birth rate, 2022.....	10%

BREASTFEEDING IN WIC

The District of Columbia WIC breastfeeding initiation rates increased by **67 percent** between 2010 and 2020.



Online Shopping: District of Columbia WIC (DC WIC) will evaluate the logistics, technology, operations, and regulatory requirements for implementing WIC online shopping by engaging in thorough research, consultations, and a feasibility study to ensure the solution meets the needs of authorized retailers and WIC participants in DC. Following this assessment, DC WIC will develop an implementation plan in collaboration with WIC participants, local agencies, vendors, technology partners, DC Health, and other District partners.

THE DISTRICT OF COLUMBIA WIC PARTICIPANT CHARACTERISTICS

\$13,417

AVERAGE FAMILY INCOME

\$51.64

AVERAGE MONTHLY FOOD COST IN 2024

HOW WIC SUPPORTED THE DC ECONOMY IN FY 2024

\$7.7M

TO SPEND AT FOOD RETAILERS

\$3.7M

FORMULA REBATES RECEIVED

\$6.5M

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). Online shopping from Center for Nutrition and Health Impact (<https://www.wicshopplus.org/projects>).