

HOW WIC HELPS CONNECTICUT



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.



36%

OF INFANTS BORN
IN CONNECTICUT
PARTICIPATE IN WIC



47%

OF ELIGIBLE INDIVIDUALS
IN CONNECTICUT
PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN CONNECTICUT?

50,639

WIC
PARTICIPANTS

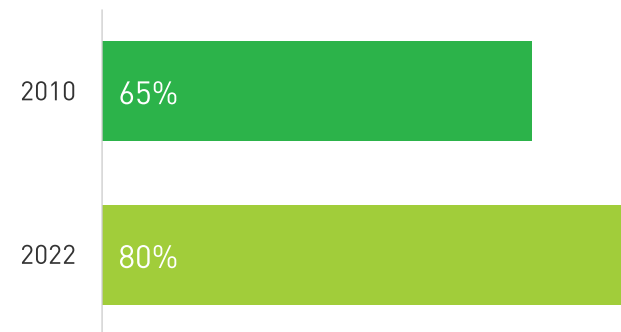
Pregnant women.....	4,544
Breastfeeding women...	4,281
Postpartum women.....	1,919
Infants.....	11,416
Children.....	28,479

MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022...	15.6
Infant mortality per 1,000 live births, 2022.....	4.2
Preterm birth rate, 2022.....	9%

BREASTFEEDING IN WIC

Connecticut WIC breastfeeding initiation rates increased by **21 percent** between 2010 and 2022.



Among WIC infants who initiated breastfeeding in Connecticut in 2022, **17 percent** continued breastfeeding at 6 months.



Online Shopping: Connecticut WIC is progressing towards a successful WIC online shopping project by partnering with Rhode Island WIC, West Virginia WIC, WIC software provider JPMA, WIC EBT (eWIC) processor FIS/CDP, and a consultant project management organization to identify a WIC-authorized vendor to participate in a curbside pickup model. Additionally, the project team will conduct listening sessions with project partners and subject matter experts to understand participant needs, wants, and shopping habits, and to determine possible implications of a WIC online shopping project on EBT and MIS systems.

CONNECTICUT WIC PARTICIPANT CHARACTERISTICS

\$22,413

AVERAGE FAMILY
INCOME

\$61.49

AVERAGE
MONTHLY FOOD
COST IN 2024

90%

RECEIVED
MEDICAID

HOW WIC SUPPORTED THE CONNECTICUT ECONOMY IN FY 2024

\$37.4M

TO SPEND AT FOOD
RETAILERS

\$13.3M

FORMULA REBATES
RECEIVED

\$15.3M

NUTRITION,
BREASTFEEDING
SERVICES & ADMIN

Sources: WIC eligible individuals participating from USDA WIC Eligibility Estimates report for 2022 (<https://www.fns.usda.gov/research/wic/eer-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>).