

HOW WIC HELPS COLORADO



State WIC Director

Heidi Hoffman
4300 Cherry Creek South Drive A-4
Denver, CO 80246

303.692.2400
heidi.hoffman@state.co.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.



33% OF INFANTS BORN
IN COLORADO
PARTICIPATE IN WIC



47% OF ELIGIBLE INDIVIDUALS
IN COLORADO
PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN COLORADO?

93,020

WIC
PARTICIPANTS

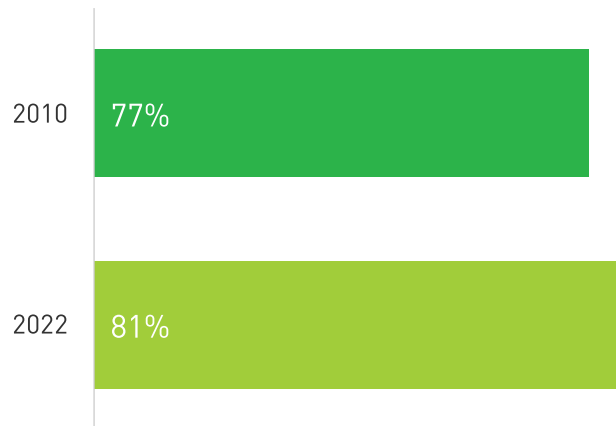
Pregnant women.....	6,840
Breastfeeding women...	8,938
Postpartum women.....	4,983
Infants.....	19,362
Children.....	52,897

MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022...	16.0
Infant mortality per 1,000 live births, 2022.....	4.5
Preterm birth rate, 2022.....	10%

BREASTFEEDING IN WIC

Colorado WIC breastfeeding initiation rates increased by **6 percent** between 2010 and 2022.



Among WIC infants who initiated breastfeeding in Colorado in 2022, **28 percent** continued breastfeeding at 6 months.

COLORADO WIC PARTICIPANT CHARACTERISTICS

\$25,403 **\$56.35** **72%**

AVERAGE FAMILY INCOME AVERAGE MONTHLY FOOD COST IN 2024 RECEIVED MEDICAID

HOW WIC SUPPORTED THE COLORADO ECONOMY IN FY 2024

\$62.9M **\$20.0M** **\$28.5M**

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).