

HOW WIC HELPS CALIFORNIA



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.



49%

OF INFANTS BORN IN CALIFORNIA PARTICIPATE IN WIC



70%

OF ELIGIBLE INDIVIDUALS IN CALIFORNIA PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN CALIFORNIA?

995,558

WIC PARTICIPANTS

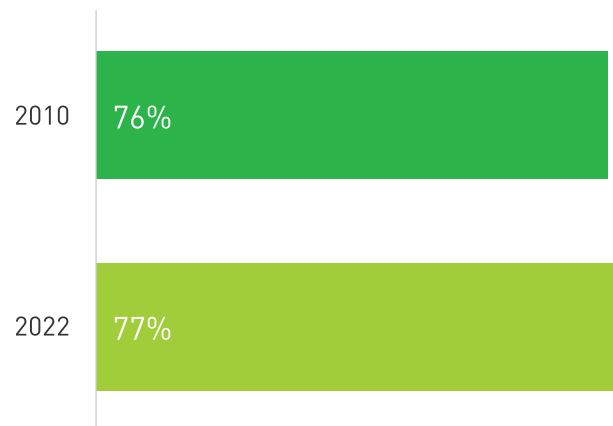
Pregnant women.....	79,382
Breastfeeding women...	89,114
Postpartum women.....	41,783
Infants.....	177,495
Children.....	607,783

MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022...	10.5
Infant mortality per 1,000 live births, 2022.....	4.1
Preterm birth rate, 2022.....	9%

BREASTFEEDING IN WIC

California WIC breastfeeding initiation rates increased by **2 percent** between 2010 and 2022.



Among WIC infants who initiated breastfeeding in California in 2022, **38 percent** continued breastfeeding at 6 months.

CALIFORNIA WIC PARTICIPANT CHARACTERISTICS

\$21,461

AVERAGE FAMILY INCOME

\$66.54

AVERAGE MONTHLY FOOD COST IN 2024

75%

RECEIVED MEDICAID

HOW WIC SUPPORTED THE CALIFORNIA ECONOMY IN FY 2024

\$795.0M

TO SPEND AT FOOD RETAILERS

\$180.4M

FORMULA REBATES RECEIVED

\$374.0M

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).