

# HOW WIC HELPS FLORIDA



## 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.



**47%**

OF INFANTS BORN  
IN FLORIDA  
PARTICIPATE IN WIC



**53%**

OF ELIGIBLE INDIVIDUALS  
IN FLORIDA  
PARTICIPATE IN WIC

## WHO PARTICIPATES IN WIC IN FLORIDA?

**421,533**

WIC  
PARTICIPANTS

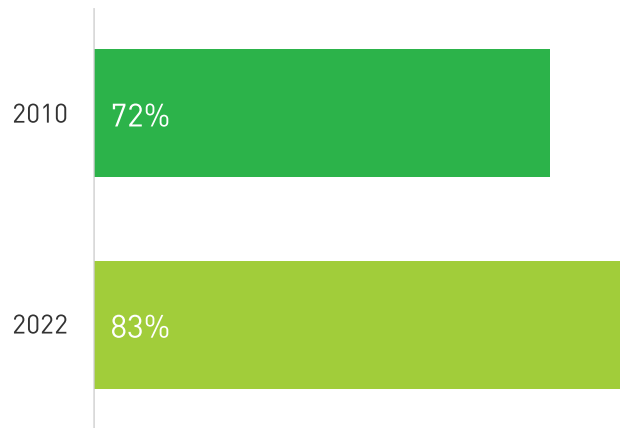
Pregnant women.....	<b>34,217</b>
Breastfeeding women...	<b>42,538</b>
Postpartum women.....	<b>19,264</b>
Infants.....	<b>96,049</b>
Children.....	<b>229,466</b>

## MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022...	<b>24.1</b>
Infant mortality per 1,000 live births, 2022.....	<b>6.0</b>
Preterm birth rate, 2022.....	<b>11%</b>

## BREASTFEEDING IN WIC

Florida WIC breastfeeding initiation rates increased by **15 percent** between 2010 and 2022.



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

## FLORIDA WIC PARTICIPANT CHARACTERISTICS

**\$22,484**

AVERAGE FAMILY  
INCOME

**\$64.70**

AVERAGE  
MONTHLY FOOD  
COST IN 2024

**87%**

RECEIVED  
MEDICAID

## HOW WIC SUPPORTED THE FLORIDA ECONOMY IN FY 2024

**\$327.3M**

TO SPEND AT FOOD  
RETAILERS

**\$135.2M**

FORMULA REBATES  
RECEIVED

**\$122.1M**

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](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](https://www.cdc.gov/nchs/pressroom/stats_of_the_states.htm)).