

# HOW WIC HELPS HAWAII



## 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.



**38%** OF INFANTS BORN IN HAWAII PARTICIPATE IN WIC



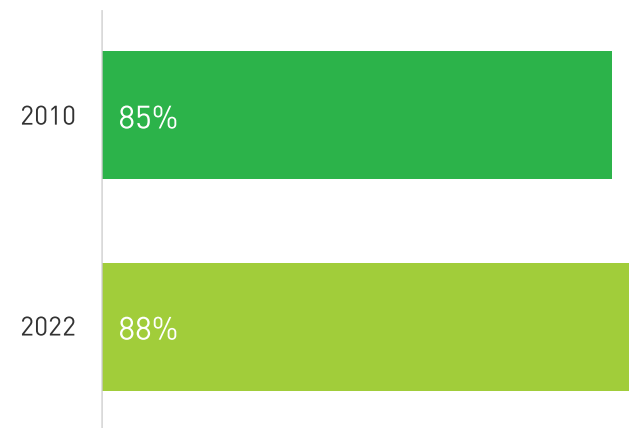
**61%** OF ELIGIBLE INDIVIDUALS IN HAWAII PARTICIPATE IN WIC

## WHO PARTICIPATES IN WIC IN HAWAII?

<b>25,096</b> WIC PARTICIPANTS	Pregnant women.....	<b>1,909</b>
	Breastfeeding women...	<b>2,691</b>
	Postpartum women.....	<b>871</b>
	Infants.....	<b>5,194</b>
	Children.....	<b>14,431</b>

## BREASTFEEDING IN WIC

Hawaii WIC breastfeeding initiation rates increased by **4 percent** between 2010 and 2022.



## MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022...	<b>16.1</b>
Infant mortality per 1,000 live births, 2022.....	<b>5.8</b>
Preterm birth rate, 2022.....	<b>10%</b>

Among WIC infants who initiated breastfeeding in Hawaii in 2022, **45 percent** continued breastfeeding at 6 months.

## HAWAII WIC PARTICIPANT CHARACTERISTICS

<b>\$30,083</b>	<b>\$72.63</b>	<b>76%</b>
AVERAGE FAMILY INCOME	AVERAGE MONTHLY FOOD COST IN 2024	RECEIVED MEDICAID

## HOW WIC SUPPORTED THE HAWAII ECONOMY IN FY 2024

<b>\$21.9M</b>	<b>\$5.4M</b>	<b>\$10.0M</b>
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](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)).