

HOW WIC HELPS INDIANA



State WIC Director

Laura Chavez
2 N Meridian Street, 5th Floor
Indianapolis, IN 46204

317.234.6158
lchavez2@health.in.gov

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.



48%

OF INFANTS BORN
IN INDIANA
PARTICIPATE IN WIC



60%

OF ELIGIBLE INDIVIDUALS
IN INDIANA
PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN INDIANA?

151,760

WIC
PARTICIPANTS

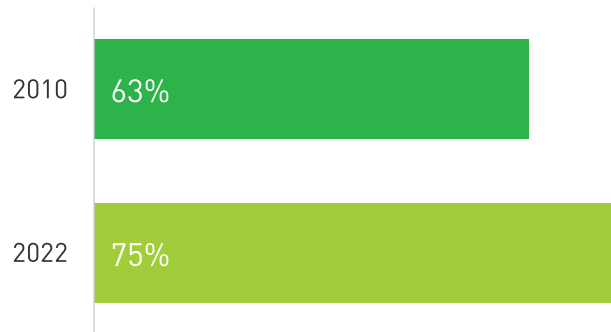
Pregnant women.....	11,186
Breastfeeding women...	13,184
Postpartum women.....	9,496
Infants.....	34,911
Children.....	82,983

MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022...	30.9
Infant mortality per 1,000 live births, 2022.....	7.2
Preterm birth rate, 2022.....	11%

BREASTFEEDING IN WIC

Indiana WIC breastfeeding initiation rates increased by **19 percent** between 2010 and 2022.



Among WIC infants who initiated breastfeeding in Indiana in 2022, **26 percent** continued breastfeeding at 6 months.



Online Shopping: Indiana WIC is conducting a feasibility study to assess the capacity, willingness, and barriers to implementing an online shopping solution for WIC clients and vendors across the state. Through focus groups with both stakeholders, Indiana WIC will gather data to inform a roadmap, develop a mitigation plan, and create a sustainable WIC online shopping solution.

INDIANA WIC PARTICIPANT CHARACTERISTICS

\$22,632

AVERAGE FAMILY
INCOME

\$60.29

AVERAGE
MONTHLY FOOD
COST IN 2024

70%

RECEIVED
MEDICAID

HOW WIC SUPPORTED THE INDIANA ECONOMY IN FY 2024

\$109.8M

TO SPEND AT FOOD
RETAILERS

\$30.3M

FORMULA REBATES
RECEIVED

\$42.7M

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>).