

HOW WIC HELPS IOWA



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.



42%

OF INFANTS BORN IN IOWA PARTICIPATE IN WIC



55%

OF ELIGIBLE INDIVIDUALS IN IOWA PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN IOWA?

61,683

WIC PARTICIPANTS

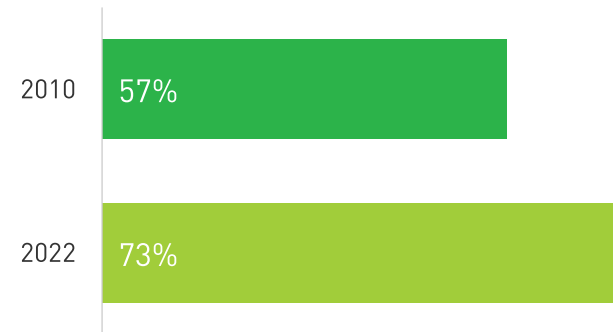
Pregnant women.....	4,587
Breastfeeding women...	4,810
Postpartum women.....	3,821
Infants.....	14,199
Children.....	34,266

MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022...	19.5
Infant mortality per 1,000 live births, 2022.....	5.2
Preterm birth rate, 2022.....	10%

BREASTFEEDING IN WIC

Iowa WIC breastfeeding initiation rates increased by **27 percent** between 2010 and 2022.



Among WIC infants who initiated breastfeeding in Iowa in 2022, **31 percent** continued breastfeeding at 6 months.



Online Shopping: The Midwest States WIC Online Ordering Pilot (MSWOOP) implemented an online shopping and payment solution with regional grocery vendor Hy-Vee and WIC EBT (eWIC) processor FIS/CDP in 2024. The project began with one store in Des Moines, Iowa and has recently expanded to other stores in the state.

IOWA WIC PARTICIPANT CHARACTERISTICS

\$28,672

AVERAGE FAMILY INCOME

\$54.44

AVERAGE MONTHLY FOOD COST IN 2024

72%

RECEIVED MEDICAID

HOW WIC SUPPORTED THE IOWA ECONOMY IN FY 2024

\$40.3M

TO SPEND AT FOOD RETAILERS

\$17.9M

FORMULA REBATES RECEIVED

\$19.0M

NUTRITION, BREASTFEEDING SERVICES & ADMIN

Sources: WIC eligible individuals participating from USDA WIC Eligibility Estimates report for 2022 (<https://www.fns.usda.gov/research/wic/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>).