

HOW WIC HELPS KANSAS



State WIC Director

Danica Pelzel
1000 SW Jackson St, Suite 220
Topeka, KS 66612

785.296.1320
danica.pelzel@ks.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.



34% OF INFANTS BORN IN KANSAS PARTICIPATE IN WIC



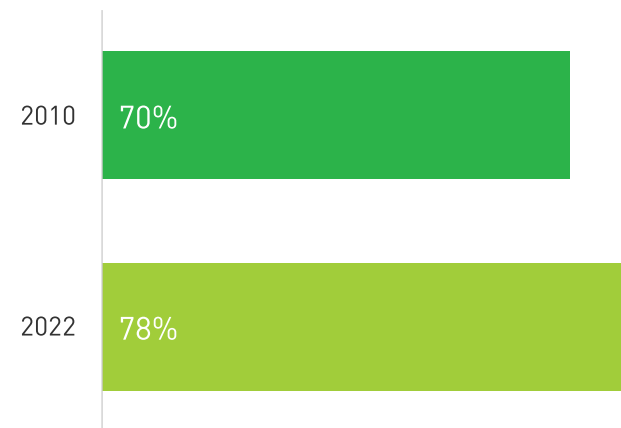
46% OF ELIGIBLE INDIVIDUALS IN KANSAS PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN KANSAS?

48,221 WIC PARTICIPANTS	Pregnant women.....	4,158
	Breastfeeding women...	3,983
	Postpartum women.....	2,602
	Infants.....	10,704
	Children.....	26,775

BREASTFEEDING IN WIC

Kansas WIC breastfeeding initiation rates increased by **11 percent** between 2010 and 2022.



MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022...	22.8
Infant mortality per 1,000 live births, 2022.....	5.8
Preterm birth rate, 2022.....	10%

Among WIC infants who initiated breastfeeding in Kansas in 2022, **25 percent** continued breastfeeding at 6 months.

KANSAS WIC PARTICIPANT CHARACTERISTICS

\$25,302	\$54.19	74%
AVERAGE FAMILY INCOME	AVERAGE MONTHLY FOOD COST IN 2024	RECEIVED MEDICAID

HOW WIC SUPPORTED THE KANSAS ECONOMY IN FY 2024

\$31.4M	\$13.0M	\$20.5M
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). Infant mortality and preterm birth rate from CDC (https://www.cdc.gov/nchs/pressroom/stats_of_the_states.htm).