

# HOW WIC HELPS KENTUCKY



## 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.



**53%** OF INFANTS BORN IN KENTUCKY PARTICIPATE IN WIC



**63%** OF ELIGIBLE INDIVIDUALS IN KENTUCKY PARTICIPATE IN WIC

## WHO PARTICIPATES IN WIC IN KENTUCKY?

**105,447**

WIC PARTICIPANTS

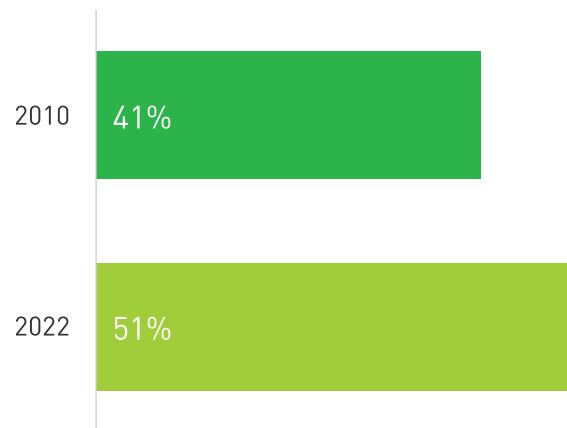
Pregnant women.....	9,204
Breastfeeding women...	6,449
Postpartum women.....	6,778
Infants.....	25,448
Children.....	57,569

## MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022...	34.6
Infant mortality per 1,000 live births, 2022.....	5.8
Preterm birth rate, 2022.....	12%

## BREASTFEEDING IN WIC

Kentucky WIC breastfeeding initiation rates increased by **25 percent** between 2010 and 2022.



Among WIC infants who initiated breastfeeding in Kentucky in 2022, **13 percent** continued breastfeeding at 6 months.

## KENTUCKY WIC PARTICIPANT CHARACTERISTICS

<b>\$20,598</b>	<b>\$60.06</b>	<b>89%</b>
AVERAGE FAMILY INCOME	AVERAGE MONTHLY FOOD COST IN 2024	RECEIVED MEDICAID

## HOW WIC SUPPORTED THE KENTUCKY ECONOMY IN FY 2024

<b>\$76.0M</b>	<b>\$24.6M</b>	<b>\$33.8M</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)).