

HOW WIC HELPS LOUISIANA



State WIC Director

Jennifer Nicklas
628 N 4th Street
Baton Rouge, LA 70802

225.342.7988
Jennifer.Nicklas@la.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.



59% OF INFANTS BORN IN LOUISIANA PARTICIPATE IN WIC



37% OF ELIGIBLE INDIVIDUALS IN LOUISIANA PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN LOUISIANA?

98,776

WIC PARTICIPANTS

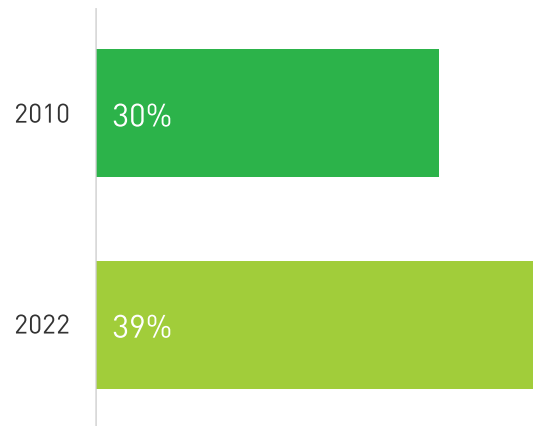
Pregnant women.....	9,284
Breastfeeding women...	6,616
Postpartum women.....	9,971
Infants.....	28,609
Children.....	44,298

MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022...	37.3
Infant mortality per 1,000 live births, 2022.....	7.4
Preterm birth rate, 2022.....	13%

BREASTFEEDING IN WIC

Louisiana WIC breastfeeding initiation rates increased by **31 percent** between 2010 and 2022.



Among WIC infants who initiated breastfeeding in Louisiana in 2022, **17 percent** continued breastfeeding at 6 months.

LOUISIANA WIC PARTICIPANT CHARACTERISTICS

\$24,435	\$59.74	93%
AVERAGE FAMILY INCOME	AVERAGE MONTHLY FOOD COST IN 2024	RECEIVED MEDICAID

HOW WIC SUPPORTED THE LOUISIANA ECONOMY IN FY 2024

\$70.8M	\$28.1M	\$36.8M
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).