

# HOW WIC HELPS MARYLAND



## 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.



**45%**

OF INFANTS BORN  
IN MARYLAND  
PARTICIPATE IN WIC



**58%**

OF ELIGIBLE INDIVIDUALS  
IN MARYLAND  
PARTICIPATE IN WIC

## WHO PARTICIPATES IN WIC IN MARYLAND?

**121,185**

WIC  
PARTICIPANTS

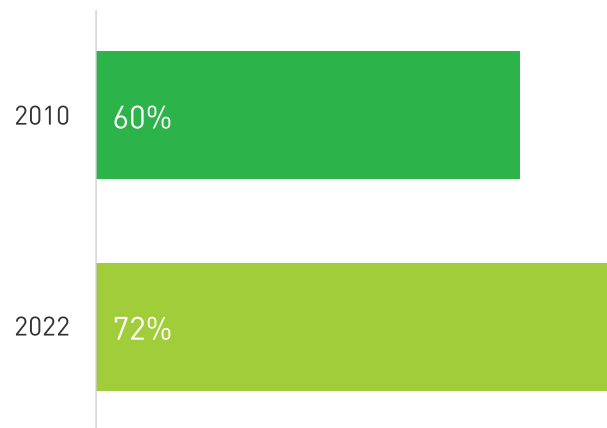
Pregnant women.....	11,000
Breastfeeding women...	11,974
Postpartum women.....	5,235
Infants.....	27,240
Children.....	65,737

## MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022...	21.3
Infant mortality per 1,000 live births, 2022.....	6.0
Preterm birth rate, 2022.....	10%

## BREASTFEEDING IN WIC

Maryland WIC breastfeeding initiation rates increased by **21 percent** between 2010 and 2022.



Among WIC infants who initiated breastfeeding in Maryland in 2022, **34 percent** continued breastfeeding at 6 months.

## MARYLAND WIC PARTICIPANT CHARACTERISTICS

**\$22,460**

AVERAGE FAMILY  
INCOME

**\$60.01**

AVERAGE  
MONTHLY FOOD  
COST IN 2024

**80%**

RECEIVED  
MEDICAID

## HOW WIC SUPPORTED THE MARYLAND ECONOMY IN FY 2024

**\$87.3M**

TO SPEND AT FOOD  
RETAILERS

**\$29.6M**

FORMULA REBATES  
RECEIVED

**\$42.9M**

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)).