

HOW WIC HELPS

MASSACHUSETTS



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.



38%

OF INFANTS BORN
IN MASSACHUSETTS
PARTICIPATE IN WIC



65%

OF ELIGIBLE INDIVIDUALS
IN MASSACHUSETTS
PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN MASSACHUSETTS?

123,147

WIC PARTICIPANTS

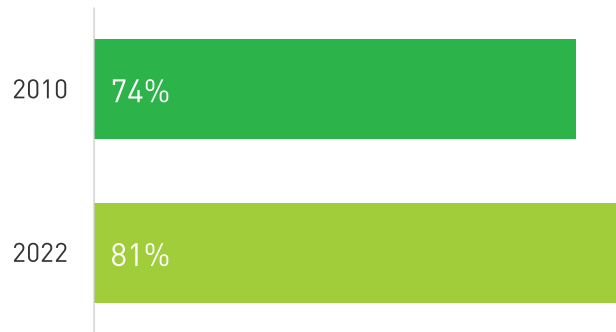
Pregnant women.....	9,312
Breastfeeding women...	10,885
Postpartum women.....	4,966
Infants.....	24,009
Children.....	73,974

MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022...	16.4
Infant mortality per 1,000 live births, 2022.....	3.3
Preterm birth rate, 2022.....	9%

BREASTFEEDING IN WIC

Massachusetts WIC breastfeeding initiation rates increased by **9 percent** between 2010 and 2022.



Among WIC infants who initiated breastfeeding in Massachusetts in 2022, **30 percent** continued breastfeeding at 6 months.



Online Shopping: Washington WIC and Massachusetts WIC and WIC EBT (eWIC) processor FIS/CDP are partnering with Walmart to bring online shopping to WIC participants in both States. Ultimately, this will help nearly 20,000 WIC families in Massachusetts who shop at Walmart access their WIC benefits safely and efficiently beginning early this year.

MASSACHUSETTS WIC PARTICIPANT CHARACTERISTICS

\$22,732

AVERAGE FAMILY INCOME

\$59.01

AVERAGE MONTHLY FOOD COST IN 2024

95%

RECEIVED MEDICAID

HOW WIC SUPPORTED THE MASSACHUSETTS ECONOMY IN FY 2024

\$87.2M

TO SPEND AT FOOD RETAILERS

\$26.5M

FORMULA REBATES RECEIVED

\$32.4M

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). Online shopping from Center for Nutrition and Health Impact (<https://www.wicshopplus.org/projects>).