

HOW WIC HELPS MICHIGAN



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.



46%

OF INFANTS BORN
IN MICHIGAN
PARTICIPATE IN WIC



62%

OF ELIGIBLE INDIVIDUALS
IN MICHIGAN
PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN MICHIGAN?

188,956

WIC
PARTICIPANTS

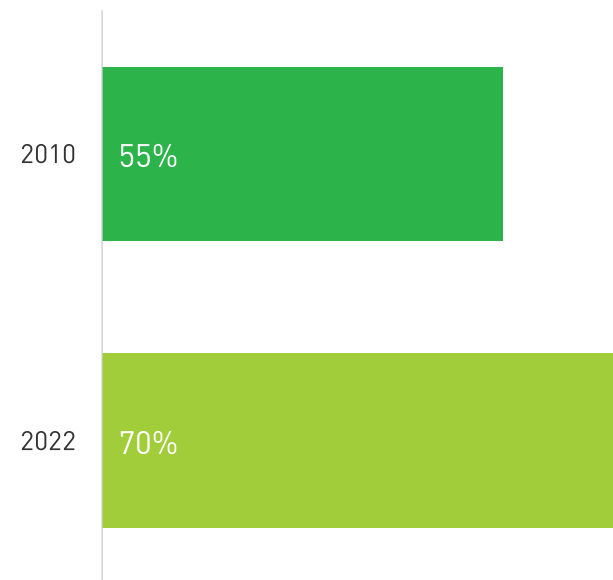
Pregnant women.....	16,178
Breastfeeding women...	11,690
Postpartum women.....	10,726
Infants.....	42,011
Children.....	108,351

MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022...	19.1
Infant mortality per 1,000 live births, 2022.....	6.4
Preterm birth rate, 2022.....	10%

BREASTFEEDING IN WIC

Michigan WIC breastfeeding initiation rates increased by **27 percent** between 2010 and 2022.



MICHIGAN WIC PARTICIPANT CHARACTERISTICS

\$21,553

AVERAGE FAMILY
INCOME

\$55.85

AVERAGE
MONTHLY FOOD
COST IN 2024

78%

RECEIVED
MEDICAID

HOW WIC SUPPORTED THE MICHIGAN ECONOMY IN FY 2024

\$126.6M

TO SPEND AT FOOD
RETAILERS

\$38.0M

FORMULA REBATES
RECEIVED

\$66.5M

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).