

# HOW WIC HELPS MISSISSIPPI



## 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.



**60%**

OF INFANTS BORN  
IN MISSISSIPPI  
PARTICIPATE IN WIC



**46%**

OF ELIGIBLE INDIVIDUALS  
IN MISSISSIPPI  
PARTICIPATE IN WIC

## WHO PARTICIPATES IN WIC IN MISSISSIPPI?

**59,942**

WIC  
PARTICIPANTS

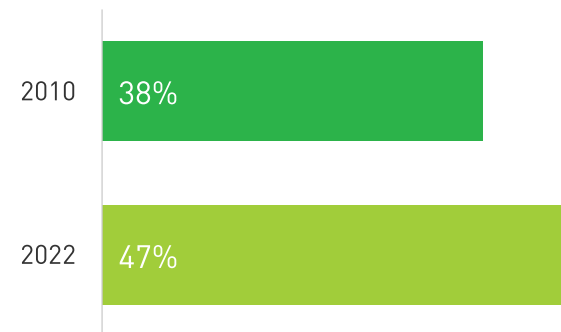
Pregnant women.....	<b>4,616</b>
Breastfeeding women...	<b>3,374</b>
Postpartum women.....	<b>5,357</b>
Infants.....	<b>18,234</b>
Children.....	<b>28,360</b>

## MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022...	<b>39.1</b>
Infant mortality per 1,000 live births, 2022.....	<b>9.1</b>
Preterm birth rate, 2022.....	<b>15%</b>

## BREASTFEEDING IN WIC

Mississippi WIC breastfeeding initiation rates increased by **23 percent** between 2010 and 2022.



Among WIC infants who initiated breastfeeding in Mississippi in 2022, **12 percent** continued breastfeeding at 6 months.



**Online Shopping:** Mississippi WIC (MS WIC) is developing a research-informed online shopping solution by conducting listening sessions from WIC staff, technology partners, vendors, and participants, to ensure the solution meets their needs. The project will include a SWOT analysis and a detailed implementation plan to integrate at least two WIC-authorized vendors and improve access and convenience for participants.

## MISSISSIPPI WIC PARTICIPANT CHARACTERISTICS

**\$17,014**

AVERAGE FAMILY  
INCOME

**\$53.62**

AVERAGE  
MONTHLY FOOD  
COST IN 2024

**64%**

RECEIVED  
MEDICAID

## HOW WIC SUPPORTED THE MISSISSIPPI ECONOMY IN FY 2024

**\$38.6M**

TO SPEND AT FOOD  
RETAILERS

**\$23.7M**

FORMULA REBATES  
RECEIVED

**\$18.2M**

NUTRITION,  
BREASTFEEDING  
SERVICES & ADMIN

Sources: WIC eligible individuals participating from USDA WIC Eligibility Estimates report for 2022 (<https://www.fns.usda.gov/research/wic/eer-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)). Online shopping from Center for Nutrition and Health Impact (<https://www.wicshopplus.org/projects>).