

# HOW WIC HELPS MISSOURI



## State WIC Director

Angie Oesterly  
930 Wildwood PO Box 570  
Jefferson City, MO 65102

800.392.8209  
Angie.Oesterly@health.mo.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.



**40%**

OF INFANTS BORN  
IN MISSOURI  
PARTICIPATE IN WIC



**41%**

OF ELIGIBLE INDIVIDUALS  
IN MISSOURI  
PARTICIPATE IN WIC

## WHO PARTICIPATES IN WIC IN MISSOURI?

**93,629**

WIC  
PARTICIPANTS

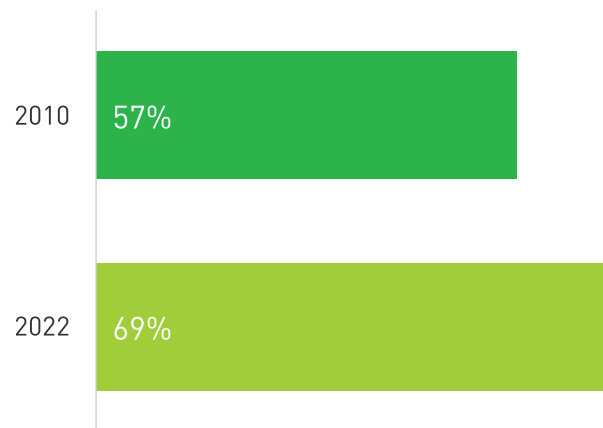
Pregnant women.....	<b>8,877</b>
Breastfeeding women...	<b>7,641</b>
Postpartum women.....	<b>6,474</b>
Infants.....	<b>24,464</b>
Children.....	<b>46,173</b>

## MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022...	<b>23.8</b>
Infant mortality per 1,000 live births, 2022.....	<b>6.8</b>
Preterm birth rate, 2022.....	<b>11%</b>

## BREASTFEEDING IN WIC

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



Among WIC infants who initiated breastfeeding in Missouri in 2022, **21 percent** continued breastfeeding at 6 months.

## MISSOURI WIC PARTICIPANT CHARACTERISTICS

**\$21,580**

AVERAGE FAMILY  
INCOME

**\$49.40**

AVERAGE  
MONTHLY FOOD  
COST IN 2024

**74%**

RECEIVED  
MEDICAID

## HOW WIC SUPPORTED THE MISSOURI ECONOMY IN FY 2024

**\$55.5M**

TO SPEND AT FOOD  
RETAILERS

**\$28.6M**

FORMULA REBATES  
RECEIVED

**\$38.1M**

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)).