

HOW WIC HELPS NEBRASKA



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.



35%

OF INFANTS BORN
IN NEBRASKA
PARTICIPATE IN WIC



63%

OF ELIGIBLE INDIVIDUALS
IN NEBRASKA
PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN NEBRASKA?

36,093

WIC
PARTICIPANTS

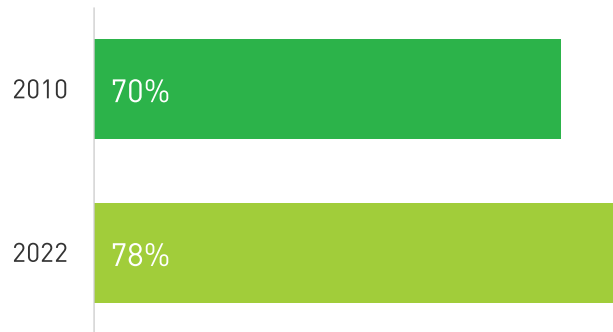
Pregnant women.....	2,557
Breastfeeding women...	3,109
Postpartum women.....	2,061
Infants.....	7,834
Children.....	20,532

MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022...	25.1
Infant mortality per 1,000 live births, 2022.....	5.8
Preterm birth rate, 2022.....	11%

BREASTFEEDING IN WIC

Nebraska WIC breastfeeding initiation rates increased by **11 percent** between 2010 and 2022.



Among WIC infants who initiated breastfeeding in Nebraska in 2022, **22 percent** continued breastfeeding at 6 months.



Online Shopping: The Midwest States WIC Online Ordering Pilot (MSWOOP) implemented an online shopping and payment solution with regional grocery vendor Hy-Vee and WIC EBT (eWIC) processor FIS/CDP in 2024. The project recently expanded to stores in Nebraska.

NEBRASKA WIC PARTICIPANT CHARACTERISTICS

\$25,109

AVERAGE FAMILY
INCOME

\$53.50

AVERAGE
MONTHLY FOOD
COST IN 2024

73%

RECEIVED
MEDICAID

HOW WIC SUPPORTED THE NEBRASKA ECONOMY IN FY 2024

\$23.2M

TO SPEND AT FOOD
RETAILERS

\$10.0M

FORMULA REBATES
RECEIVED

\$10.3M

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). 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>).