

# HOW WIC HELPS

# NEW JERSEY



## 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.



# 36%

OF INFANTS BORN  
IN NEW JERSEY  
PARTICIPATE IN WIC



# 53%

OF ELIGIBLE INDIVIDUALS  
IN NEW JERSEY  
PARTICIPATE IN WIC

## WHO PARTICIPATES IN WIC IN NEW JERSEY?

# 162,300

### WIC PARTICIPANTS

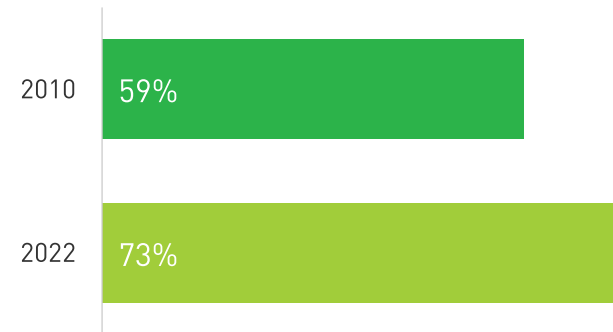
Pregnant women.....	11,438
Breastfeeding women...	17,503
Postpartum women.....	6,472
Infants.....	33,245
Children.....	93,641

## MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022...	26.0
Infant mortality per 1,000 live births, 2022.....	3.6
Preterm birth rate, 2022.....	9%

## BREASTFEEDING IN WIC

New Jersey WIC breastfeeding initiation rates increased by **22 percent** between 2010 and 2022.



Among WIC infants who initiated breastfeeding in New Jersey in 2022, **19 percent** continued breastfeeding at 6 months.



**Online Shopping:** New Jersey WIC (NJ WIC) will be working with Wakefern (one of the largest WIC vendors in the state) to work out the mechanics of how delivery fees will be charged and how state funds for delivery can be separated from federal funds for food by using Wakefern as a model for authorizing other vendors. NJ WIC plans to engage EBT processors and retailers in their state to discuss and identify the technical design of the WIC online shopping solution.

## NEW JERSEY WIC PARTICIPANT CHARACTERISTICS

# \$25,875

AVERAGE FAMILY INCOME

# \$81.78

AVERAGE MONTHLY FOOD COST IN 2024

# 67%

RECEIVED MEDICAID

## HOW WIC SUPPORTED THE NEW JERSEY ECONOMY IN FY 2024

# \$159.3M

TO SPEND AT FOOD RETAILERS

# \$35.2M

FORMULA REBATES RECEIVED

# \$45.9M

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