

HOW WIC HELPS

NEW HAMPSHIRE



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.



21%

OF INFANTS BORN
IN NEW HAMPSHIRE
PARTICIPATE IN WIC



49%

OF ELIGIBLE INDIVIDUALS
IN NEW HAMPSHIRE
PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN NEW HAMPSHIRE?

12,481

WIC PARTICIPANTS

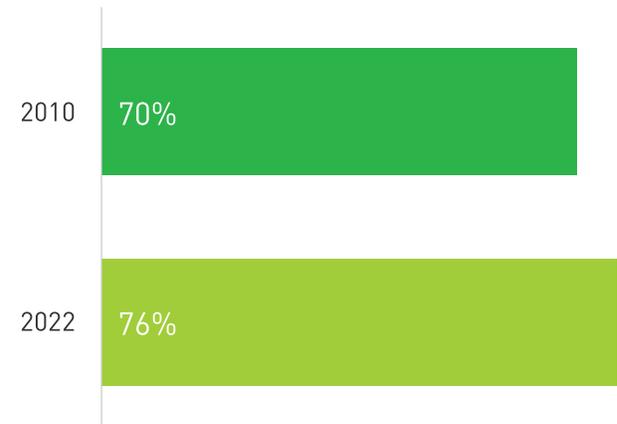
| | |
|------------------------|-------|
| Pregnant women..... | 845 |
| Breastfeeding women... | 961 |
| Postpartum women..... | 537 |
| Infants..... | 2,316 |
| Children..... | 7,822 |

MORTALITY AND BIRTH OUTCOMES

| | |
|---|------|
| Maternal mortality per 100,000 births, 2018-2022... | 18.2 |
| Infant mortality per 1,000 live births, 2022..... | 3.5 |
| Preterm birth rate, 2022..... | 8% |

BREASTFEEDING IN WIC

New Hampshire WIC breastfeeding initiation rates increased by **8 percent** between 2010 and 2022.



Among WIC infants who initiated breastfeeding in New Hampshire in 2022, **31 percent** continued breastfeeding at 6 months.

NEW HAMPSHIRE WIC PARTICIPANT CHARACTERISTICS

\$25,413

AVERAGE FAMILY INCOME

\$49.07

AVERAGE MONTHLY FOOD COST IN 2024

79%

RECEIVED MEDICAID

HOW WIC SUPPORTED THE NEW HAMPSHIRE ECONOMY IN FY 2024

\$7.3M

TO SPEND AT FOOD RETAILERS

\$2.4M

FORMULA REBATES RECEIVED

\$4.3M

NUTRITION, BREASTFEEDING SERVICES & ADMIN

Sources: WIC eligible individuals participating from USDA WIC Eligibility Estimates report for 2022 (<https://www.fns.usda.gov/research/wic/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).