

# HOW WIC HELPS NEVADA



## 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.



**44%**

OF INFANTS BORN  
IN NEVADA  
PARTICIPATE IN WIC



**47%**

OF ELIGIBLE INDIVIDUALS  
IN NEVADA  
PARTICIPATE IN WIC

## WHO PARTICIPATES IN WIC IN NEVADA?

**54,999**

WIC  
PARTICIPANTS

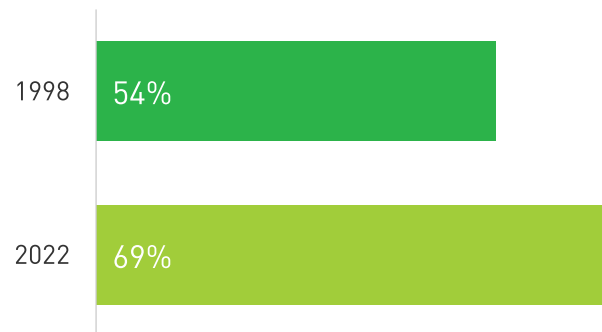
Pregnant women.....	<b>3,847</b>
Breastfeeding women...	<b>4,646</b>
Postpartum women.....	<b>3,388</b>
Infants.....	<b>13,063</b>
Children.....	<b>30,055</b>

## MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022...	<b>20.4</b>
Infant mortality per 1,000 live births, 2022.....	<b>4.5</b>
Preterm birth rate, 2022.....	<b>11%</b>

## BREASTFEEDING IN WIC

Nevada WIC breastfeeding initiation rates increased by **27 percent** between 1998 and 2022.



Among WIC infants who initiated breastfeeding in Nevada in 2022, **20 percent** continued breastfeeding at 6 months.



**Online Shopping:** Nevada WIC is working to create an online shopping solution for vendors that do not have online shopping technology available for their stores. They are using the WICShopper app to improve the WIC shopping experience with WIC vendors that are interested in app-to-app integration. WIC participants will order WIC-approved foods through the app and the app will pass the orders on to participating vendors, which are currently Save Mart and commissaries operated by the Defense Commissary Agency, for fulfillment.

## NEVADA WIC PARTICIPANT CHARACTERISTICS

**\$22,361**

AVERAGE FAMILY  
INCOME

**\$57.29**

AVERAGE  
MONTHLY FOOD  
COST IN 2024

**33%**

RECEIVED  
MEDICAID

## HOW WIC SUPPORTED THE NEVADA ECONOMY IN FY 2024

**\$37.8M**

TO SPEND AT FOOD  
RETAILERS

**\$15.1M**

FORMULA REBATES  
RECEIVED

**\$17.3M**

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](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>).