

HOW WIC HELPS

OHIO



State WIC Director

Amy Alwood
246 N High Street
Columbus, OH 43215

617.644.9598
amy.alwood@odh.ohio.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.



37%

OF INFANTS BORN
IN OHIO
PARTICIPATE IN WIC



41%

OF ELIGIBLE INDIVIDUALS
IN OHIO
PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN OHIO?

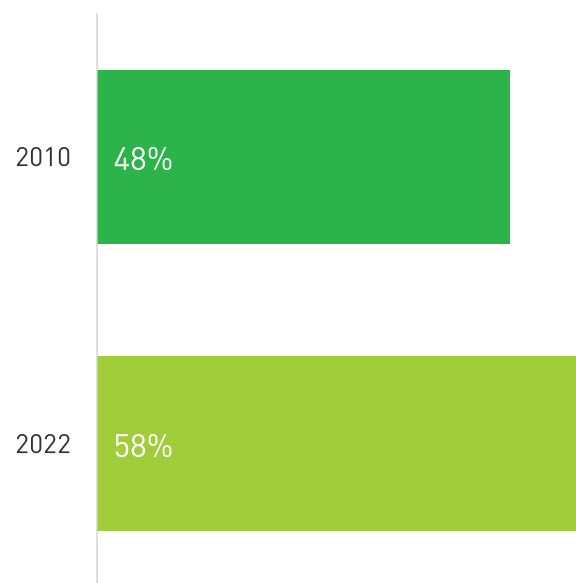
178,839

WIC PARTICIPANTS

Pregnant women.....	13,019
Breastfeeding women...	14,511
Postpartum women.....	13,946
Infants.....	43,515
Children.....	93,847

BREASTFEEDING IN WIC

Ohio WIC breastfeeding initiation rates increased by **20 percent** between 2010 and 2022.



MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022...	24.5
Infant mortality per 1,000 live births, 2022.....	7.1
Preterm birth rate, 2022.....	11%

OHIO WIC PARTICIPANT CHARACTERISTICS

\$22,492

AVERAGE FAMILY INCOME

\$55.86

AVERAGE MONTHLY FOOD COST IN 2024

89%

RECEIVED MEDICAID

HOW WIC SUPPORTED THE OHIO ECONOMY IN FY 2024

\$119.9M

TO SPEND AT FOOD RETAILERS

\$52.5M

FORMULA REBATES RECEIVED

\$49.8M

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).