

HOW WIC HELPS OKLAHOMA



State WIC Director

Christina Windrix
123 Robert S Kerr Avenue
Oklahoma City, OK 73102

405.426.8500
ChristinaW@health.ok.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.



40%

OF INFANTS BORN
IN OKLAHOMA
PARTICIPATE IN WIC



52%

OF ELIGIBLE INDIVIDUALS
IN OKLAHOMA
PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN OKLAHOMA?

72,417

WIC
PARTICIPANTS

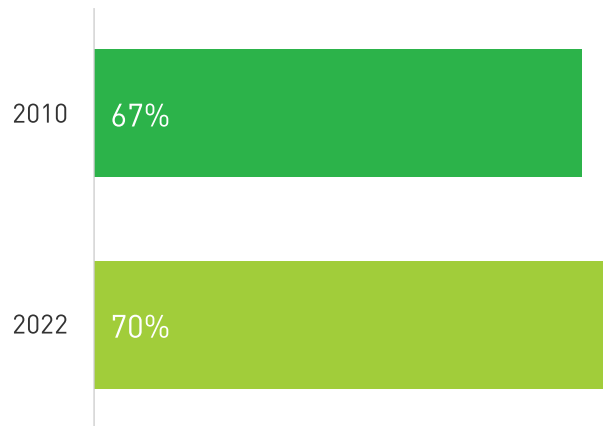
Pregnant women.....	8,215
Breastfeeding women...	5,969
Postpartum women.....	3,517
Infants.....	17,517
Children.....	37,199

MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022...	29.6
Infant mortality per 1,000 live births, 2022.....	6.9
Preterm birth rate, 2022.....	11%

BREASTFEEDING IN WIC

Oklahoma WIC breastfeeding initiation rates increased by **5 percent** between 2010 and 2022.



Among WIC infants who initiated breastfeeding in Oklahoma in 2022, **12 percent** continued breastfeeding at 6 months.

OKLAHOMA WIC PARTICIPANT CHARACTERISTICS

\$22,269

AVERAGE FAMILY
INCOME

\$47.27

AVERAGE
MONTHLY FOOD
COST IN 2024

76%

RECEIVED
MEDICAID

HOW WIC SUPPORTED THE OKLAHOMA ECONOMY IN FY 2024

\$41.1M

TO SPEND AT FOOD
RETAILERS

\$19.0M

FORMULA REBATES
RECEIVED

\$25.6M

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).