

# HOW WIC HELPS TEXAS



## State WIC Director

Edgar Curtis  
PO Box 149347  
Austin, TX 78714

800.942.3678  
Edgar.Curtis@hhs.texas.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.



**52%** OF INFANTS BORN IN TEXAS PARTICIPATE IN WIC



**53%** OF ELIGIBLE INDIVIDUALS IN TEXAS PARTICIPATE IN WIC

## WHO PARTICIPATES IN WIC IN TEXAS?

**783,508**

WIC PARTICIPANTS

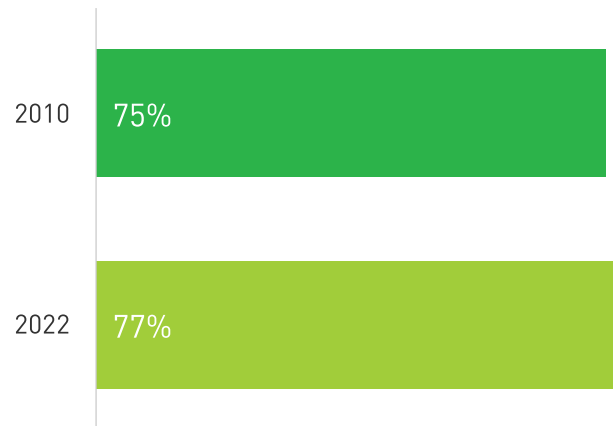
Pregnant women.....	<b>66,836</b>
Breastfeeding women...	<b>107,243</b>
Postpartum women.....	<b>34,726</b>
Infants.....	<b>186,968</b>
Children.....	<b>387,737</b>

## MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022...	<b>28.2</b>
Infant mortality per 1,000 live births, 2022.....	<b>5.7</b>
Preterm birth rate, 2022.....	<b>11%</b>

## BREASTFEEDING IN WIC

Texas WIC breastfeeding initiation rates increased by **2 percent** between 2010 and 2022.



Among WIC infants who initiated breastfeeding in Texas in 2022, **10 percent** continued breastfeeding at 6 months.

## TEXAS WIC PARTICIPANT CHARACTERISTICS

<b>\$31,938</b>	<b>\$46.71</b>	<b>83%</b>
AVERAGE FAMILY INCOME	AVERAGE MONTHLY FOOD COST IN 2024	RECEIVED MEDICAID

## HOW WIC SUPPORTED THE TEXAS ECONOMY IN FY 2024

<b>\$439.2M</b>	<b>\$247.4M</b>	<b>\$280.1M</b>
TO SPEND AT FOOD RETAILERS	FORMULA REBATES RECEIVED	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)).