

HOW WIC HELPS TENNESSEE



State WIC Director

Alesha Reeves
710 James Robertson Pkwy, Andrew Johnson Tower, 8th Floor
Nashville, TN 37243
800.342.5942
alesha.reeves@tn.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.



45% OF INFANTS BORN IN TENNESSEE PARTICIPATE IN WIC



44% OF ELIGIBLE INDIVIDUALS IN TENNESSEE PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN TENNESSEE?

138,089

WIC PARTICIPANTS

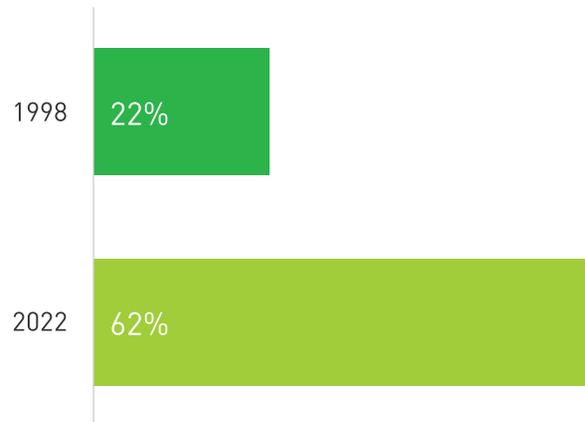
Pregnant women.....	13,310
Breastfeeding women...	10,988
Postpartum women.....	9,427
Infants.....	34,298
Children.....	70,066

MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022...	41.1
Infant mortality per 1,000 live births, 2022.....	6.6
Preterm birth rate, 2022.....	11%

BREASTFEEDING IN WIC

Tennessee WIC breastfeeding initiation rates increased by **183 percent** between 1998 and 2022.



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

TENNESSEE WIC PARTICIPANT CHARACTERISTICS

\$13,658	\$56.59	88%
AVERAGE FAMILY INCOME	AVERAGE MONTHLY FOOD COST IN 2024	RECEIVED MEDICAID

HOW WIC SUPPORTED THE TENNESSEE ECONOMY IN FY 2024

\$93.8M	\$44.6M	\$39.4M
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). Infant mortality and preterm birth rate from CDC (https://www.cdc.gov/nchs/pressroom/stats_of_the_states.htm).