

HOW WIC HELPS

SOUTH DAKOTA



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.



30%

OF INFANTS BORN
IN SOUTH DAKOTA
PARTICIPATE IN WIC



57%

OF ELIGIBLE INDIVIDUALS
IN SOUTH DAKOTA
PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN SOUTH DAKOTA?

13,521

WIC
PARTICIPANTS

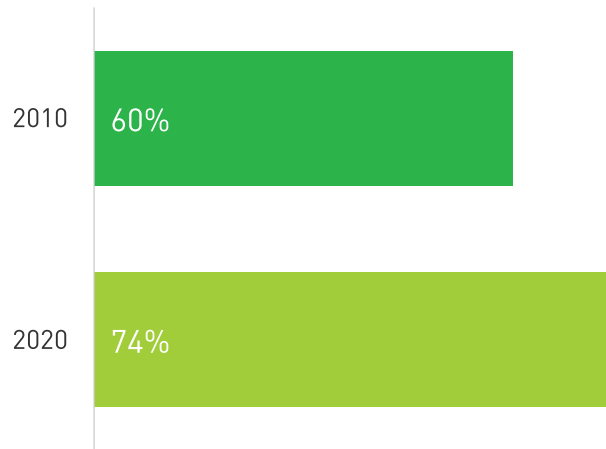
Pregnant women.....	1,070
Breastfeeding women...	1,112
Postpartum women.....	633
Infants.....	3,130
Children.....	7,576

MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022...	28.1
Infant mortality per 1,000 live births, 2022.....	7.8
Preterm birth rate, 2022.....	10%

BREASTFEEDING IN WIC

South Dakota WIC breastfeeding initiation rates increased by **23 percent** between 2010 and 2020.



Online Shopping: The South Dakota and Rosebud Sioux Tribe WIC Programs, along with their partners at Custom Data Processing (CDP), Retail Solutions of America (RSA), Mountain Plains Evaluation, and Maximus, will implement WIC online shopping in a regional grocery store chain, Buche Foods. This project focuses on providing online shopping to WIC participants living in rural and remote areas by launching to allow for pick up at Buche Foods stores in Pine Ridge, South Dakota, and Mission, South Dakota, with plans to eventually expand to other Busch food stores and additional WIC authorized vendors in the state.

SOUTH DAKOTA WIC PARTICIPANT CHARACTERISTICS

\$19,942

AVERAGE FAMILY
INCOME

\$50.65

AVERAGE
MONTHLY FOOD
COST IN 2024

83%

RECEIVED
MEDICAID

HOW WIC SUPPORTED THE SOUTH DAKOTA ECONOMY IN FY 2024

\$8.2M

TO SPEND AT FOOD
RETAILERS

\$3.5M

FORMULA REBATES
RECEIVED

\$8.0M

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). Online shopping from Center for Nutrition and Health Impact (<https://www.wicshopplus.org/projects>).