

HOW WIC HELPS

SOUTH CAROLINA



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.



44%

OF INFANTS BORN
IN SOUTH CAROLINA
PARTICIPATE IN WIC



42%

OF ELIGIBLE INDIVIDUALS
IN SOUTH CAROLINA
PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN SOUTH CAROLINA?

99,395

WIC PARTICIPANTS

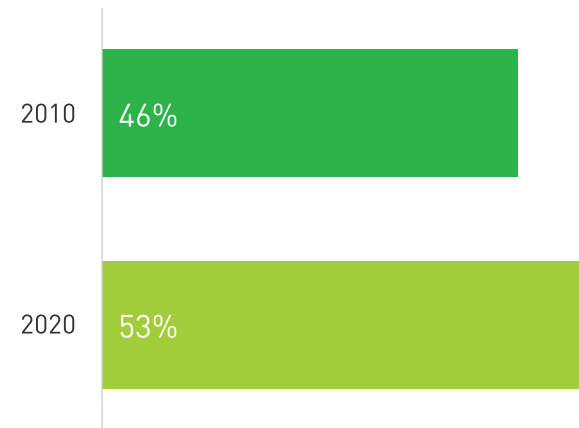
Pregnant women.....	8,165
Breastfeeding women...	6,859
Postpartum women.....	6,538
Infants.....	23,706
Children.....	54,127

MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022...	32.3
Infant mortality per 1,000 live births, 2022.....	6.8
Preterm birth rate, 2022.....	12%

BREASTFEEDING IN WIC

South Carolina WIC breastfeeding initiation rates increased by **16 percent** between 2010 and 2020.



Among WIC infants who initiated breastfeeding in South Carolina in 2022, **9 percent** continued breastfeeding at 6 months.

SOUTH CAROLINA WIC PARTICIPANT CHARACTERISTICS

\$19,217

AVERAGE FAMILY INCOME

\$55.09

AVERAGE MONTHLY FOOD COST IN 2024

72%

RECEIVED MEDICAID

HOW WIC SUPPORTED THE SOUTH CAROLINA ECONOMY IN FY 2024

\$65.7M

TO SPEND AT FOOD RETAILERS

\$22.4M

FORMULA REBATES RECEIVED

\$29.2M

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).