

# HOW WIC HELPS

# UTAH



## 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.



# 25%

OF INFANTS BORN  
IN UTAH  
PARTICIPATE IN WIC



# 40%

OF ELIGIBLE INDIVIDUALS  
IN UTAH  
PARTICIPATE IN WIC

## WHO PARTICIPATES IN WIC IN UTAH?

# 46,434

### WIC PARTICIPANTS

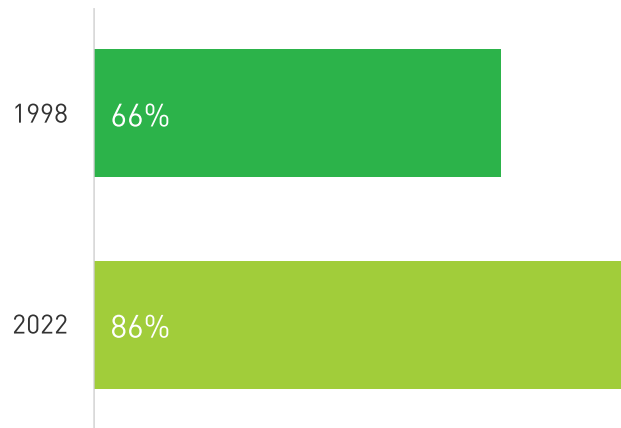
Pregnant women.....	3,917
Breastfeeding women...	4,911
Postpartum women.....	2,173
Infants.....	10,773
Children.....	24,661

## MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022...	15.5
Infant mortality per 1,000 live births, 2022.....	5.0
Preterm birth rate, 2022.....	9%

## BREASTFEEDING IN WIC

Utah WIC breastfeeding initiation rates increased by **30 percent** between 1998 and 2022.



Among WIC infants who initiated breastfeeding in Utah in 2022, **48 percent** continued breastfeeding at 6 months.

## UTAH WIC PARTICIPANT CHARACTERISTICS

# \$27,749    \$59.24    52%

AVERAGE FAMILY INCOME    AVERAGE MONTHLY FOOD COST IN 2024    RECEIVED MEDICAID

## HOW WIC SUPPORTED THE UTAH ECONOMY IN FY 2024

# \$33.0M    \$8.6M    \$14.1M

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)).