

# HOW WIC HELPS VIRGINIA



## State WIC Director

Paula Garrett  
109 Governor Street, 8th Floor  
Richmond, VA 23219

804.864.7800  
Paula.Garrett@vdh.virginia.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.



**31%**

OF INFANTS BORN IN VIRGINIA PARTICIPATE IN WIC



**50%**

OF ELIGIBLE INDIVIDUALS IN VIRGINIA PARTICIPATE IN WIC

## WHO PARTICIPATES IN WIC IN VIRGINIA?

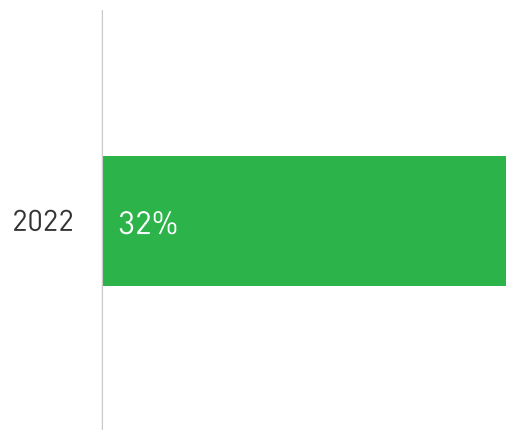
**106,992**

WIC PARTICIPANTS

Pregnant women.....	<b>8,693</b>
Breastfeeding women...	<b>8,096</b>
Postpartum women.....	<b>7,043</b>
Infants.....	<b>25,620</b>
Children.....	<b>57,540</b>

## BREASTFEEDING IN WIC

In 2022, **32 percent** of 6- to 13-month-old infants and children in Virginia initiated breastfeeding.



Among WIC infants who initiated breastfeeding in Virginia in 2022, **12 percent** continued breastfeeding at 6 months.

## MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022...	<b>32.7</b>
Infant mortality per 1,000 live births, 2022.....	<b>6.2</b>
Preterm birth rate, 2022.....	<b>10%</b>

## VIRGINIA WIC PARTICIPANT CHARACTERISTICS

**\$13,183**

AVERAGE FAMILY INCOME

**\$51.74**

AVERAGE MONTHLY FOOD COST IN 2024

**73%**

RECEIVED MEDICAID

## HOW WIC SUPPORTED THE VIRGINIA ECONOMY IN FY 2024

**\$66.4M**

TO SPEND AT FOOD RETAILERS

**\$29.0M**

FORMULA REBATES RECEIVED

**\$34.8M**

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)).