

# HOW WIC HELPS

# WEST VIRGINIA



## State WIC Director

Heidi Staats  
350 Capitol Street, Room 515  
Charleston, WV 25301

304.558.0030  
Heidi.E.Staats@wv.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.



# 53%

OF INFANTS BORN  
IN WEST VIRGINIA  
PARTICIPATE IN WIC



# 57%

OF ELIGIBLE INDIVIDUALS  
IN WEST VIRGINIA  
PARTICIPATE IN WIC

## WHO PARTICIPATES IN WIC IN WEST VIRGINIA?

# 35,971

### WIC PARTICIPANTS

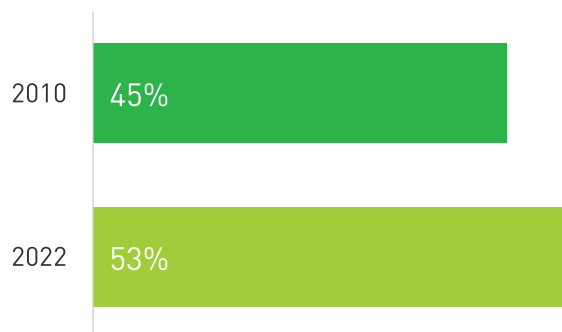
Pregnant women.....	2,953
Breastfeeding women...	1,845
Postpartum women.....	2,524
Infants.....	8,212
Children.....	20,437

## MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022...	23.9
Infant mortality per 1,000 live births, 2022.....	7.3
Preterm birth rate, 2022.....	13%

## BREASTFEEDING IN WIC

West Virginia WIC breastfeeding initiation rates increased by **17 percent** between 2010 and 2022.



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



**Online Shopping:** West Virginia WIC is progressing towards a successful WIC online shopping project by partnering with Rhode Island WIC, Connecticut WIC, WIC software provider JPMA, WIC EBT (eWIC) processor FIS/CDP, and a consultant project management organization to identify a WIC-authorized vendor to participate in a curbside pickup model. The project team will conduct listening sessions with project partners and subject matter experts to understand participant needs, wants, and shopping habits, and to determine possible implications of a WIC online shopping project on EBT and MIS systems.

## WEST VIRGINIA WIC PARTICIPANT CHARACTERISTICS

# \$4,489

AVERAGE FAMILY INCOME

# \$56.33

AVERAGE MONTHLY FOOD COST IN 2024

# 95%

RECEIVED MEDICAID

## HOW WIC SUPPORTED THE WEST VIRGINIA ECONOMY IN FY 2024

# \$24.3M

TO SPEND AT FOOD RETAILERS

# \$9.3M

FORMULA REBATES RECEIVED

# \$16.6M

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