

HOW WIC HELPS

THE UNITED STATES OF AMERICA



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.



45%

OF INFANTS BORN IN THE UNITED STATES PARTICIPATE IN WIC



54%

OF ELIGIBLE INDIVIDUALS IN THE UNITED STATES PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN THE UNITED STATES OF AMERICA?

6,705,919

WIC PARTICIPANTS

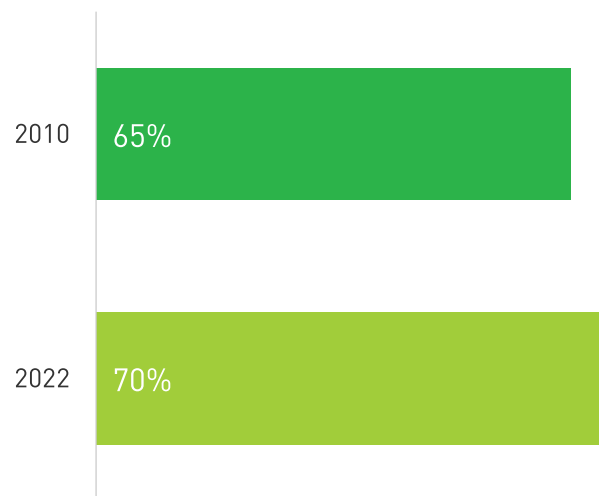
Pregnant women.....	549,431
Breastfeeding women.	609,670
Postpartum women....	353,939
Infants.....	1,487,436
Children.....	3,705,443

MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022.....	23.2
Infant mortality per 1,000 live births, 2022.....	5.8
Preterm birth rate, 2022.....	10%

BREASTFEEDING IN WIC

The United States WIC breastfeeding initiation rates increased by **8 percent** between 2010 and 2022.



Among WIC infants who initiated breastfeeding in the United States in 2022, **23 percent** continued breastfeeding at 6 months.

THE UNITED STATES OF AMERICA WIC PARTICIPANT CHARACTERISTICS

\$23,340

AVERAGE FAMILY INCOME

\$60.99

AVERAGE MONTHLY FOOD COST IN 2024

78%

RECEIVED MEDICAID

HOW WIC SUPPORTED THE UNITED STATES ECONOMY IN FY 2024

\$4.9B

TO SPEND AT FOOD RETAILERS

\$1.6B

FORMULA REBATES RECEIVED

\$2.3B

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).