

HOW WIC HELPS ALABAMA



State WIC Director

Pam Galloway
The RSA Tower, 201 Monroe Street,
Suite 1300
Montgomery, AL 36104

888.942.4673
Pam.Galloway@adph.state.al.us

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.



48% OF INFANTS BORN
IN ALABAMA
PARTICIPATE IN WIC



51% OF ELIGIBLE INDIVIDUALS
IN ALABAMA
PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN ALABAMA?

112,483 WIC
PARTICIPANTS

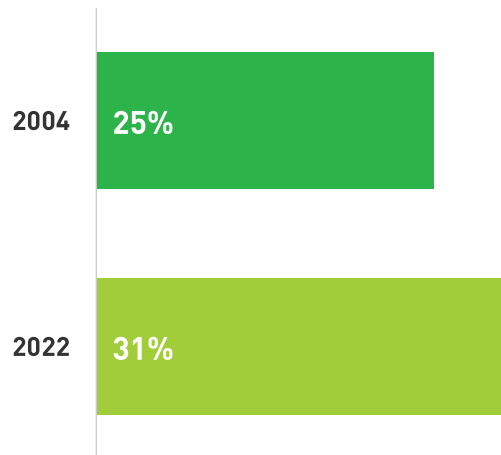
Pregnant women.....	10,724
Breastfeeding women.....	5,084
Postpartum women.....	8,650
Infants.....	27,765
Children.....	60,260

MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2019-2023....	35.1
Infant mortality per 1,000 live births, 2023.....	7.6
Preterm birth rate, 2023.....	13%

BREASTFEEDING IN WIC

Alabama WIC breastfeeding initiation rates increased by **24 percent** between 2004 and 2022.



Among WIC infants who initiated breastfeeding in Alabama in 2022, **8 percent** continued breastfeeding at 6 months.

ALABAMA WIC PARTICIPANT CHARACTERISTICS

\$17,954	\$60	76%
AVERAGE FAMILY INCOME	AVERAGE MONTHLY FOOD COST IN FY 2025	RECEIVED MEDICAID

HOW WIC SUPPORTED THE ALABAMA ECONOMY IN FY 2025

\$116.2M	\$27.4M
WIC FOOD AND FORMULA BENEFITS	NUTRITION, BREASTFEEDING SERVICES, AND PROGRAM OPERATIONS

Sources: WIC eligible individuals participating from USDA WIC Eligibility Estimates report for 2023 (<https://www.fns.usda.gov/research/wic/ee-2023>). WIC participants and economic impact from USDA WIC Data Tables for fiscal year (FY) 2025 (<https://www.fns.usda.gov/pd/wic-program>) as of January 20, 2026. 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).