

HOW WIC HELPS COLORADO



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.



31%

OF INFANTS BORN
IN COLORADO
PARTICIPATE IN WIC



54%

OF ELIGIBLE INDIVIDUALS
IN COLORADO
PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN COLORADO?

96,104 WIC PARTICIPANTS

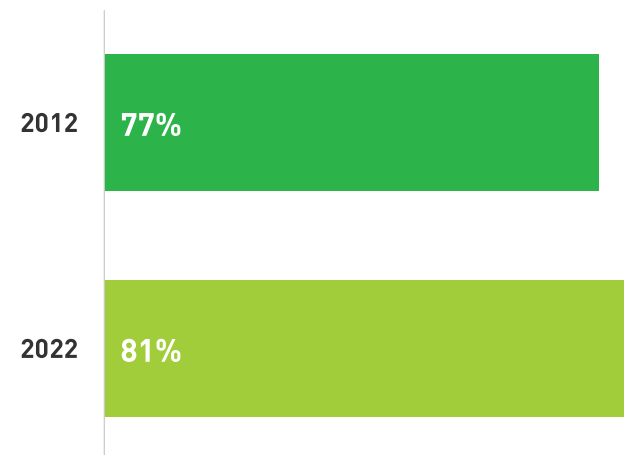
Pregnant women.....	7,069
Breastfeeding women.....	9,684
Postpartum women.....	4,713
Infants.....	19,631
Children.....	55,007

MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2019-2023....	17.0
Infant mortality per 1,000 live births, 2023.....	4.5
Preterm birth rate, 2023.....	10%

BREASTFEEDING IN WIC

Colorado WIC breastfeeding initiation rates increased by **5 percent** between 2012 and 2022.



Among WIC infants who initiated breastfeeding in Colorado in 2022, **28 percent** continued breastfeeding at 6 months.

COLORADO WIC PARTICIPANT CHARACTERISTICS

\$25,403

AVERAGE FAMILY INCOME

\$59

AVERAGE MONTHLY FOOD COST IN FY 2025

72%

RECEIVED MEDICAID

HOW WIC SUPPORTED THE COLORADO ECONOMY IN FY 2025

\$87.8M

WIC FOOD AND FORMULA BENEFITS

\$26.9M

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).