

# HOW WIC HELPS FLORIDA



## State WIC Director

Brenda Treadwell  
2585 Merchants Row Boulevard  
Tallahassee, FL 32311

850.901.6375  
Brenda.Treadwell@flhealth.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.



**42%**

OF INFANTS BORN  
IN FLORIDA  
PARTICIPATE IN WIC



**53%**

OF ELIGIBLE INDIVIDUALS  
IN FLORIDA  
PARTICIPATE IN WIC

## WHO PARTICIPATES IN WIC IN FLORIDA?

**424,168** WIC PARTICIPANTS

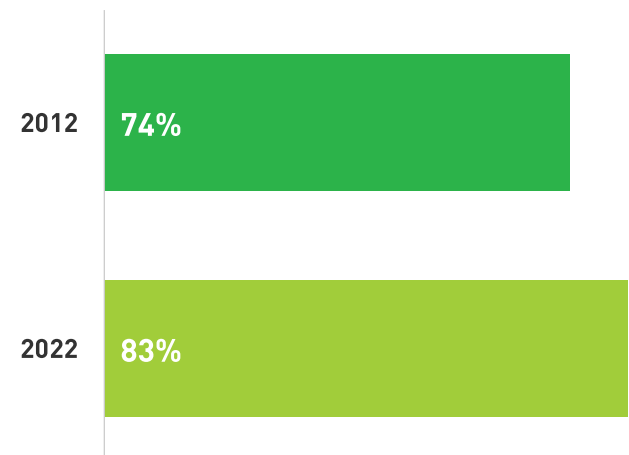
Pregnant women.....	33,529
Breastfeeding women.....	43,461
Postpartum women.....	18,562
Infants.....	95,087
Children.....	233,529

## MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2019-2023....	24.5
Infant mortality per 1,000 live births, 2023.....	6.1
Preterm birth rate, 2023.....	11%

## BREASTFEEDING IN WIC

Florida WIC breastfeeding initiation rates increased by **13 percent** between 2012 and 2022.



Among WIC infants who initiated breastfeeding in Florida in 2022, **17 percent** continued breastfeeding at 6 months.

## FLORIDA WIC PARTICIPANT CHARACTERISTICS

**\$22,484**

AVERAGE FAMILY INCOME

**\$68**

AVERAGE MONTHLY FOOD COST IN FY 2025

**87%**

RECEIVED MEDICAID

## HOW WIC SUPPORTED THE FLORIDA ECONOMY IN FY 2025

**\$481.3M**

WIC FOOD AND FORMULA BENEFITS

**\$129.2M**

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](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)).