

# HOW WIC HELPS KANSAS



## 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.



**32%**

OF INFANTS BORN  
IN KANSAS  
PARTICIPATE IN WIC



**51%**

OF ELIGIBLE INDIVIDUALS  
IN KANSAS  
PARTICIPATE IN WIC

## WHO PARTICIPATES IN WIC IN KANSAS?

**49,366** WIC PARTICIPANTS

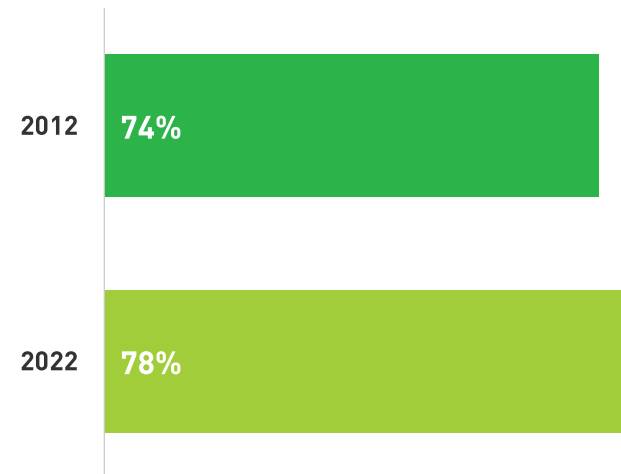
|                          |        |
|--------------------------|--------|
| Pregnant women.....      | 4,202  |
| Breastfeeding women..... | 4,333  |
| Postpartum women.....    | 2,492  |
| Infants.....             | 10,864 |
| Children.....            | 27,475 |

## MORTALITY AND BIRTH OUTCOMES

|  |      |
|--|------|
| Maternal mortality per 100,000 births, 2019-2023.... | 23.1 |
| Infant mortality per 1,000 live births, 2023.....    | 5.2  |
| Preterm birth rate, 2023.....                        | 10%  |

## BREASTFEEDING IN WIC

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



Among WIC infants who initiated breastfeeding in Kansas in 2022, **25 percent** continued breastfeeding at 6 months.

## KANSAS WIC PARTICIPANT CHARACTERISTICS

|                       |                                      |                   |
|-----------------------|--------------------------------------|-------------------|
| <b>\$25,302</b>       | <b>\$59</b>                          | <b>74%</b>        |
| AVERAGE FAMILY INCOME | AVERAGE MONTHLY FOOD COST IN FY 2025 | RECEIVED MEDICAID |

## HOW WIC SUPPORTED THE KANSAS ECONOMY IN FY 2025

|                               |   |
|-------------------------------|---|
| <b>\$46.8M</b>                | <b>\$20.3M</b>  |
| 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](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)).