

HOW WIC HELPS IOWA



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.



39% OF INFANTS BORN IN IOWA PARTICIPATE IN WIC



54% OF ELIGIBLE INDIVIDUALS IN IOWA PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN IOWA?

62,674 WIC PARTICIPANTS

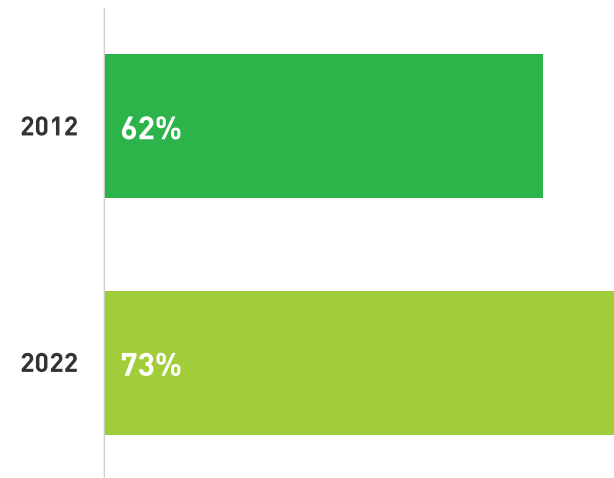
| | |
|--------------------------|--------|
| Pregnant women..... | 4,722 |
| Breastfeeding women..... | 4,455 |
| Postpartum women..... | 3,846 |
| Infants..... | 14,375 |
| Children..... | 35,276 |

MORTALITY AND BIRTH OUTCOMES

| | |
|--|------|
| Maternal mortality per 100,000 births, 2019-2023.... | 19.7 |
| Infant mortality per 1,000 live births, 2023..... | 5.1 |
| Preterm birth rate, 2023..... | 10% |

BREASTFEEDING IN WIC

Iowa WIC breastfeeding initiation rates increased by **17 percent** between 2012 and 2022.



Among WIC infants who initiated breastfeeding in Iowa in 2022, **31 percent** continued breastfeeding at 6 months.

IOWA WIC PARTICIPANT CHARACTERISTICS

| | | |
|-----------------------|--------------------------------------|-------------------|
| \$28,672 | \$58 | 72% |
| AVERAGE FAMILY INCOME | AVERAGE MONTHLY FOOD COST IN FY 2025 | RECEIVED MEDICAID |

HOW WIC SUPPORTED THE IOWA ECONOMY IN FY 2025

| | |
|-------------------------------|---|
| \$61.7M | \$19.5M |
| 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).