

HOW WIC HELPS LOUISIANA



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.



53%

OF INFANTS BORN
IN LOUISIANA
PARTICIPATE IN WIC



41%

OF ELIGIBLE INDIVIDUALS
IN LOUISIANA
PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN LOUISIANA?

102,534 WIC PARTICIPANTS

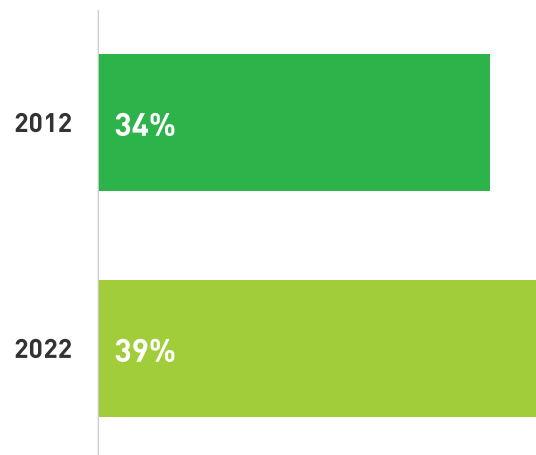
Pregnant women.....	9,502
Breastfeeding women.....	7,025
Postpartum women.....	9,455
Infants.....	28,064
Children.....	48,488

MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2019-2023....	40.7
Infant mortality per 1,000 live births, 2023.....	7.1
Preterm birth rate, 2023.....	13%

BREASTFEEDING IN WIC

Louisiana WIC breastfeeding initiation rates increased by **14 percent** between 2012 and 2022.



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

LOUISIANA WIC PARTICIPANT CHARACTERISTICS

\$24,435

AVERAGE FAMILY INCOME

\$65

AVERAGE MONTHLY FOOD COST IN FY 2025

93%

RECEIVED MEDICAID

HOW WIC SUPPORTED THE LOUISIANA ECONOMY IN FY 2025

\$108.3M

WIC FOOD AND FORMULA BENEFITS

\$38.8M

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).