

# HOW WIC HELPS

# NEW HAMPSHIRE



## State WIC Director

Hailey McAlary  
29 Hazen Drive  
Concord, NH 03301

603.717.8462  
hailey.m.mcalary@dhhs.nh.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.



# 19%

OF INFANTS BORN  
IN NEW HAMPSHIRE  
PARTICIPATE IN WIC



# 50%

OF ELIGIBLE INDIVIDUALS  
IN NEW HAMPSHIRE  
PARTICIPATE IN WIC

## WHO PARTICIPATES IN WIC IN NEW HAMPSHIRE?

# 12,203

 WIC PARTICIPANTS

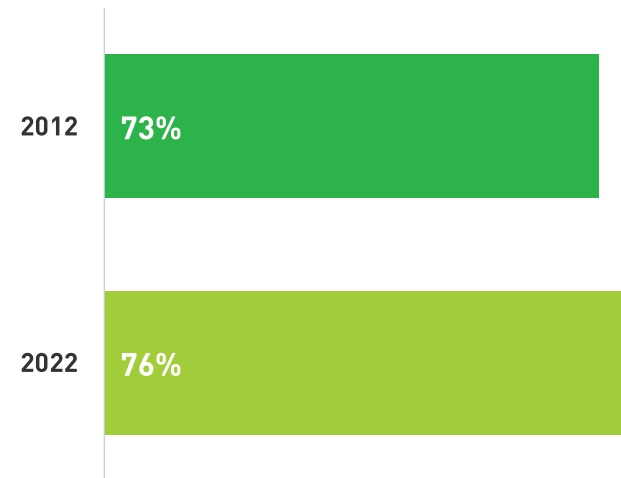
Pregnant women.....	838
Breastfeeding women.....	993
Postpartum women.....	495
Infants.....	2,247
Children.....	7,630

## MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2019-2023....	19.9
Infant mortality per 1,000 live births, 2023.....	2.9
Preterm birth rate, 2023.....	8%

## BREASTFEEDING IN WIC

New Hampshire WIC breastfeeding initiation rates increased by **4 percent** between 2012 and 2022.



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

## NEW HAMPSHIRE WIC PARTICIPANT CHARACTERISTICS

# \$25,413

AVERAGE FAMILY INCOME

# \$50

AVERAGE MONTHLY FOOD COST IN FY 2025

# 79%

RECEIVED MEDICAID

## HOW WIC SUPPORTED THE NEW HAMPSHIRE ECONOMY IN FY 2025

# \$9.7M

WIC FOOD AND FORMULA BENEFITS

# \$4.4M

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)).