

HOW WIC HELPS NEVADA



State WIC Director

Blanca Ayala
4150 Technology Way, 2nd Floor
Carson City, NV 89706

775.684.3241
BlancaAyala@health.nv.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.



40%

OF INFANTS BORN
IN NEVADA
PARTICIPATE IN WIC



48%

OF ELIGIBLE INDIVIDUALS
IN NEVADA
PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN NEVADA?

55,408 WIC PARTICIPANTS

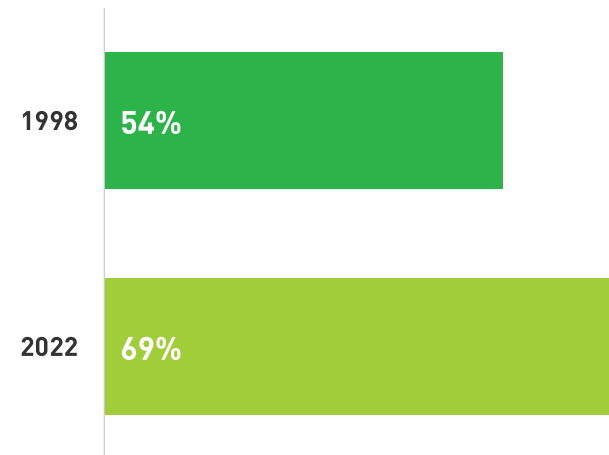
Pregnant women.....	3,840
Breastfeeding women.....	4,230
Postpartum women.....	3,161
Infants.....	13,107
Children.....	31,070

MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2019-2023....	22.7
Infant mortality per 1,000 live births, 2023.....	5.9
Preterm birth rate, 2023.....	11%

BREASTFEEDING IN WIC

Nevada WIC breastfeeding initiation rates increased by **27 percent** between 1998 and 2022.



Among WIC infants who initiated breastfeeding in Nevada in 2022, **20 percent** continued breastfeeding at 6 months.

NEVADA WIC PARTICIPANT CHARACTERISTICS

\$22,361

AVERAGE FAMILY INCOME

\$65

AVERAGE MONTHLY FOOD COST IN FY 2025

33%

RECEIVED MEDICAID

HOW WIC SUPPORTED THE NEVADA ECONOMY IN FY 2025

\$56.6M

WIC FOOD AND FORMULA BENEFITS

\$17.4M

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/eer-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).