

# HOW WIC HELPS NEBRASKA



## 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.



**34%**

OF INFANTS BORN  
IN NEBRASKA  
PARTICIPATE IN WIC



**60%**

OF ELIGIBLE INDIVIDUALS  
IN NEBRASKA  
PARTICIPATE IN WIC

## WHO PARTICIPATES IN WIC IN NEBRASKA?

**36,931** WIC PARTICIPANTS

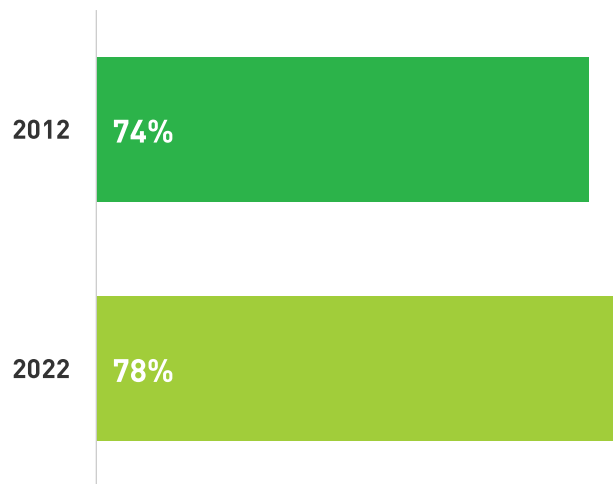
Pregnant women.....	2,612
Breastfeeding women.....	2,830
Postpartum women.....	2,054
Infants.....	8,341
Children.....	21,094

## MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2019-2023....	23.7
Infant mortality per 1,000 live births, 2023.....	6.4
Preterm birth rate, 2023.....	11%

## BREASTFEEDING IN WIC

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



Among WIC infants who initiated breastfeeding in Nebraska in 2022, **22 percent** continued breastfeeding at 6 months.

## NEBRASKA WIC PARTICIPANT CHARACTERISTICS

**\$25,109**

AVERAGE FAMILY INCOME

**\$57**

AVERAGE MONTHLY FOOD COST IN FY 2025

**73%**

RECEIVED MEDICAID

## HOW WIC SUPPORTED THE NEBRASKA ECONOMY IN FY 2025

**\$36.3M**

WIC FOOD AND FORMULA BENEFITS

**\$10.8M**

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](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)).