

HOW WIC HELPS OKLAHOMA



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.



37%

OF INFANTS BORN
IN OKLAHOMA
PARTICIPATE IN WIC



54%

OF ELIGIBLE INDIVIDUALS
IN OKLAHOMA
PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN OKLAHOMA?

74,361 WIC PARTICIPANTS

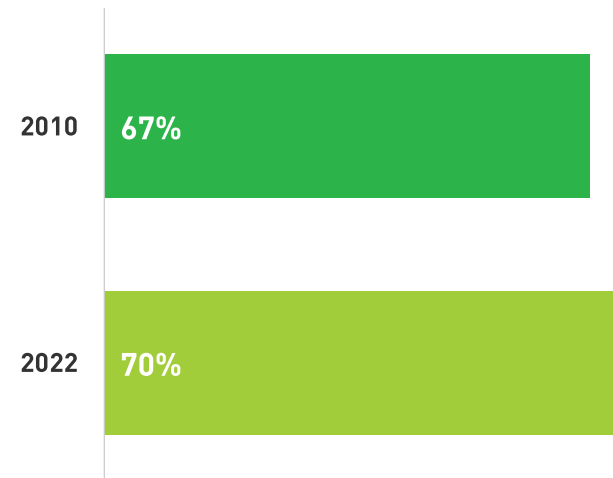
Pregnant women.....	8,224
Breastfeeding women.....	6,508
Postpartum women.....	3,448
Infants.....	17,951
Children.....	38,230

MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2019-2023....	27.3
Infant mortality per 1,000 live births, 2023.....	7.1
Preterm birth rate, 2023.....	11%

BREASTFEEDING IN WIC

Oklahoma WIC breastfeeding initiation rates increased by **5 percent** between 2010 and 2022.



Among WIC infants who initiated breastfeeding in Oklahoma in 2022, **12 percent** continued breastfeeding at 6 months.

OKLAHOMA WIC PARTICIPANT CHARACTERISTICS

\$22,269

AVERAGE FAMILY INCOME

\$59

AVERAGE MONTHLY FOOD COST IN FY 2025

76%

RECEIVED MEDICAID

HOW WIC SUPPORTED THE OKLAHOMA ECONOMY IN FY 2025

\$64.7M

WIC FOOD AND FORMULA BENEFITS

\$22.1M

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).