

# HOW WIC HELPS PENNSYLVANIA



## State WIC Director

Sally Zubairu-Cofield  
625 Forster Street, 7th Floor East  
Harrisburg, PA 17120

717.460.0153  
szubairuco@pa.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.



**32%**

OF INFANTS BORN  
IN PENNSYLVANIA  
PARTICIPATE IN WIC



**44%**

OF ELIGIBLE INDIVIDUALS  
IN PENNSYLVANIA  
PARTICIPATE IN WIC

## WHO PARTICIPATES IN WIC IN PENNSYLVANIA?

**183,846**

WIC  
PARTICIPANTS

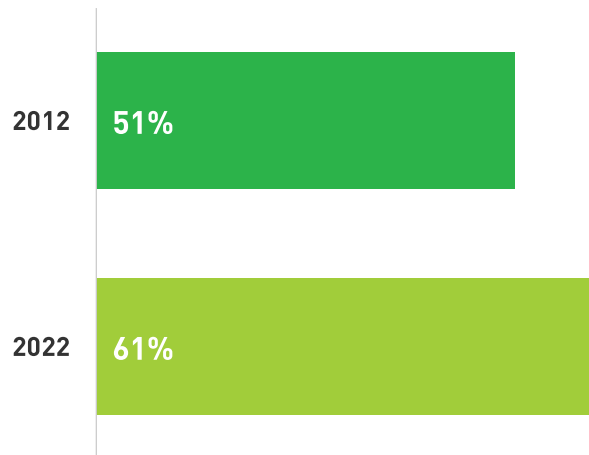
Pregnant women.....	<b>13,190</b>
Breastfeeding women.....	<b>11,795</b>
Postpartum women.....	<b>14,543</b>
Infants.....	<b>40,534</b>
Children.....	<b>103,784</b>

## MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2019-2023....	<b>17.7</b>
Infant mortality per 1,000 live births, 2023.....	<b>5.6</b>
Preterm birth rate, 2023.....	<b>10%</b>

## BREASTFEEDING IN WIC

Pennsylvania WIC breastfeeding initiation rates increased by **19 percent** between 2012 and 2022.



Among WIC infants who initiated breastfeeding in Pennsylvania in 2022, **14 percent** continued breastfeeding at 6 months.

## PENNSYLVANIA WIC PARTICIPANT CHARACTERISTICS

**\$24,966**

AVERAGE FAMILY  
INCOME

**\$70**

AVERAGE  
MONTHLY FOOD  
COST IN FY 2025

**74%**

RECEIVED  
MEDICAID

## HOW WIC SUPPORTED THE PENNSYLVANIA ECONOMY IN FY 2025

**\$200.9M**

WIC FOOD AND  
FORMULA BENEFITS

**\$65.5M**

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)).