

HOW WIC HELPS

SOUTH DAKOTA



State WIC Director

Rhonda Buntrock
1501 S Highline Avenue
Sioux Falls, SD 57110

605.773.4786
rhonda.buntrock@state.sd.us

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.



27%

OF INFANTS BORN
IN SOUTH DAKOTA
PARTICIPATE IN WIC



58%

OF ELIGIBLE INDIVIDUALS
IN SOUTH DAKOTA
PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN SOUTH DAKOTA?

13,840

 WIC PARTICIPANTS

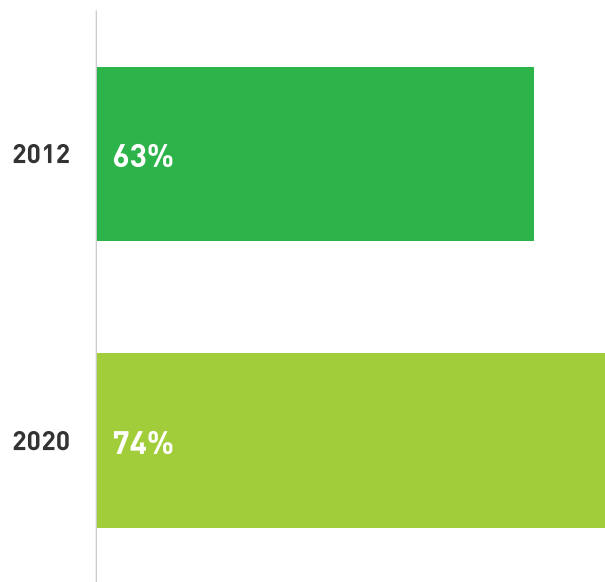
Pregnant women.....	1,172
Breastfeeding women.....	1,180
Postpartum women.....	603
Infants.....	3,114
Children.....	7,771

MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2019-2023....	23.1
Infant mortality per 1,000 live births, 2023.....	6.3
Preterm birth rate, 2023.....	13%

BREASTFEEDING IN WIC

South Dakota WIC breastfeeding initiation rates increased by **17 percent** between 2012 and 2020.



SOUTH DAKOTA WIC PARTICIPANT CHARACTERISTICS

\$19,942

AVERAGE FAMILY
INCOME

\$53

AVERAGE
MONTHLY FOOD
COST IN FY 2025

83%

RECEIVED
MEDICAID

HOW WIC SUPPORTED THE SOUTH DAKOTA ECONOMY IN FY 2025

\$12.2M

WIC FOOD AND
FORMULA BENEFITS

\$9.8M

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/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).