

# HOW WIC HELPS

# SOUTH CAROLINA



## State WIC Director

Berry Kelly  
Otarre Building B, 2nd floor  
Cayce, SC 29033

803.798.7110  
kellybb@dph.sc.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.



# 39%

OF INFANTS BORN  
IN SOUTH CAROLINA  
PARTICIPATE IN WIC



# 44%

OF ELIGIBLE INDIVIDUALS  
IN SOUTH CAROLINA  
PARTICIPATE IN WIC

## WHO PARTICIPATES IN WIC IN SOUTH CAROLINA?

# 98,390

 WIC PARTICIPANTS

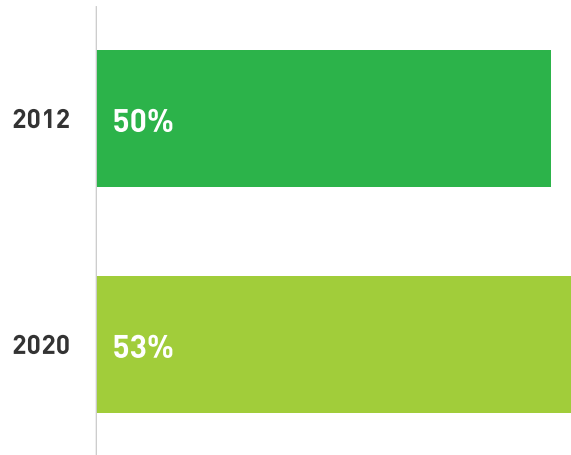
Pregnant women.....	7,931
Breastfeeding women.....	7,056
Postpartum women.....	6,105
Infants.....	23,144
Children.....	54,154

## MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2019-2023....	31.5
Infant mortality per 1,000 live births, 2023.....	7.0
Preterm birth rate, 2023.....	12%

## BREASTFEEDING IN WIC

South Carolina WIC breastfeeding initiation rates increased by **6 percent** between 2012 and 2020.



Among WIC infants who initiated breastfeeding in South Carolina in 2022, **9 percent** continued breastfeeding at 6 months.

## SOUTH CAROLINA WIC PARTICIPANT CHARACTERISTICS

# \$19,217

AVERAGE FAMILY INCOME

# \$63

AVERAGE MONTHLY FOOD COST IN FY 2025

# 72%

RECEIVED MEDICAID

# \$91.6M

WIC FOOD AND FORMULA BENEFITS

# \$30.2M

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)).