

# HOW WIC HELPS

# WEST VIRGINIA



## 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.



# 48%

OF INFANTS BORN  
IN WEST VIRGINIA  
PARTICIPATE IN WIC



# 59%

OF ELIGIBLE INDIVIDUALS  
IN WEST VIRGINIA  
PARTICIPATE IN WIC

## WHO PARTICIPATES IN WIC IN WEST VIRGINIA?

# 34,163

 WIC PARTICIPANTS

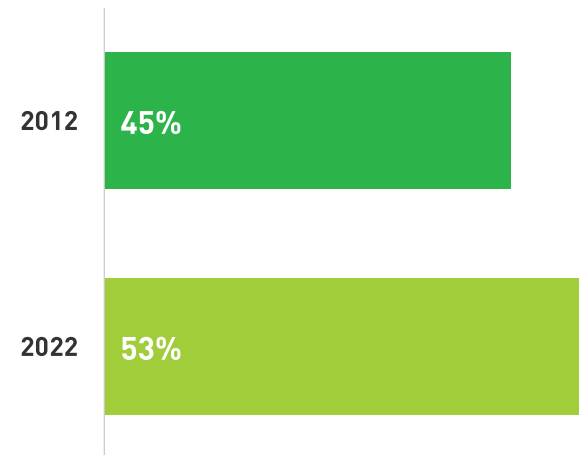
Pregnant women.....	3,026
Breastfeeding women.....	1,920
Postpartum women.....	2,405
Infants.....	8,109
Children.....	18,703

## MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2019-2023....	24.4
Infant mortality per 1,000 live births, 2023.....	5.6
Preterm birth rate, 2023.....	13%

## BREASTFEEDING IN WIC

West Virginia WIC breastfeeding initiation rates increased by **18 percent** between 2012 and 2022.



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

## WEST VIRGINIA WIC PARTICIPANT CHARACTERISTICS

# \$4,489

AVERAGE FAMILY  
INCOME

# \$66

AVERAGE  
MONTHLY FOOD  
COST IN FY 2025

# 95%

RECEIVED  
MEDICAID

## HOW WIC SUPPORTED THE WEST VIRGINIA ECONOMY IN FY 2025

# \$35.0M

WIC FOOD AND  
FORMULA BENEFITS

# \$16.6M

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)).