

# HOW WIC HELPS 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.



**27%**

OF INFANTS BORN IN VIRGINIA PARTICIPATE IN WIC



**47%**

OF ELIGIBLE INDIVIDUALS IN VIRGINIA PARTICIPATE IN WIC

## WHO PARTICIPATES IN WIC IN VIRGINIA?

**104,763** WIC PARTICIPANTS

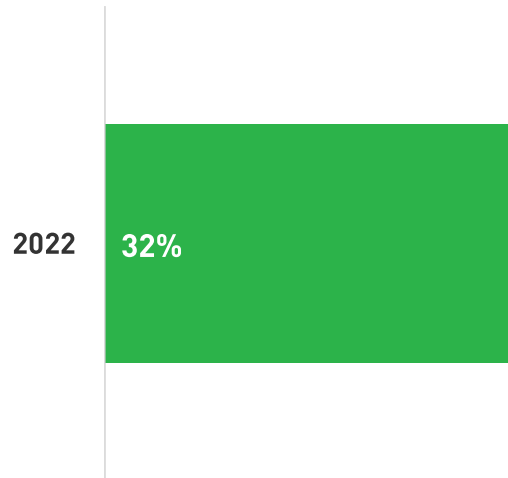
Pregnant women.....	8,305
Breastfeeding women.....	8,392
Postpartum women.....	6,615
Infants.....	25,217
Children.....	56,234

## MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2019-2023....	33.4
Infant mortality per 1,000 live births, 2023.....	5.9
Preterm birth rate, 2023.....	10%

## BREASTFEEDING IN WIC

In 2022, **32 percent** of 6- to 13-month-old infants and children in Virginia initiated breastfeeding.



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

## VIRGINIA WIC PARTICIPANT CHARACTERISTICS

**\$13,183**

AVERAGE FAMILY INCOME

**\$54**

AVERAGE MONTHLY FOOD COST IN FY 2025

**73%**

RECEIVED MEDICAID

## HOW WIC SUPPORTED THE VIRGINIA ECONOMY IN FY 2025

**\$98.4M**

WIC FOOD AND FORMULA BENEFITS

**\$36.2M**

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)).