

# HOW WIC HELPS WISCONSIN



## 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.



**33%**

OF INFANTS BORN  
IN WISCONSIN  
PARTICIPATE IN WIC



**56%**

OF ELIGIBLE INDIVIDUALS  
IN WISCONSIN  
PARTICIPATE IN WIC

## WHO PARTICIPATES IN WIC IN WISCONSIN?

**94,668** WIC PARTICIPANTS

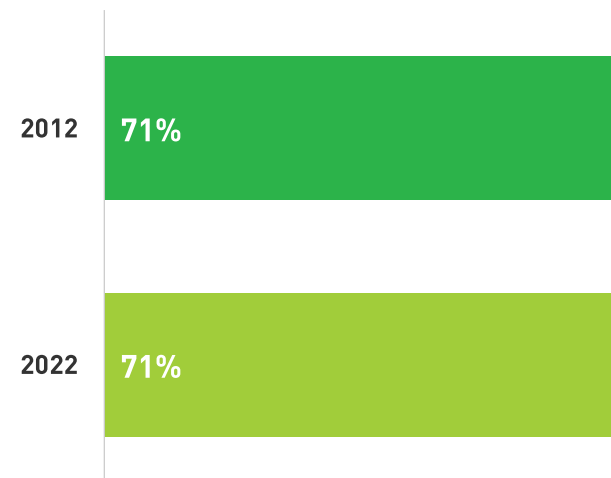
Pregnant women.....	7,133
Breastfeeding women.....	7,498
Postpartum women.....	4,858
Infants.....	19,932
Children.....	55,247

## MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2019-2023....	16.4
Infant mortality per 1,000 live births, 2023.....	5.8
Preterm birth rate, 2023.....	10%

## BREASTFEEDING IN WIC

Wisconsin WIC breastfeeding initiation rates did not change between 2012 and 2022.



Among WIC infants who initiated breastfeeding in Wisconsin in 2022, **21 percent** continued breastfeeding at 6 months.

## WISCONSIN WIC PARTICIPANT CHARACTERISTICS

**\$24,215**

AVERAGE FAMILY INCOME

**\$52**

AVERAGE MONTHLY FOOD COST IN FY 2025

**94%**

RECEIVED MEDICAID

## HOW WIC SUPPORTED THE WISCONSIN ECONOMY IN FY 2025

**\$85.3M**

WIC FOOD AND FORMULA BENEFITS

**\$33.2M**

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)).