

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.

COVID-19 Response

Wisconsin WIC received at least 14 waivers, including physical presence and extended certification periods for children.



37%

of infants born in Wisconsin participated in WIC in 2017



49%

of eligible individuals in Wisconsin participated in WIC in 2017

WHO PARTICIPATES IN WIC?

101,966

WIC PARTICIPANTS

Pregnant women	7,811
Breastfeeding women	5,573
Postpartum women	8,400
Infants	23,824
Children	56,358

Wisconsin WIC participation in 2018

BREASTFEEDING IN WIC

Wisconsin WIC breastfeeding initiation rates increased by **5 percentage points** between 2010 and 2018.



Among WIC infants who initiated breastfeeding in Wisconsin in 2018, **18 percent** continued breastfeeding at 6 months.

CHILDHOOD OBESITY IN WIC IN WISCONSIN

The obesity rate among WIC toddlers in Wisconsin decreased by **1 percentage point** between 2010 and 2016.

Obesity rate among WIC toddlers, 2016 **14%**

MORTALITY AND BIRTH OUTCOMES IN WISCONSIN

Maternal mortality per 100,000 births, 2010–2015 **14.3**

Infant mortality per 1,000 live births, 2017 **6.4**

Preterm birth rates, 2017 **10%**

WISCONSIN WIC PARTICIPANT CHARACTERISTICS

\$20,046
average family income in 2018

45%
received Medicaid in 2018

\$36.28
average monthly food cost in FY 2019

HOW WIC SUPPORTED THE WISCONSIN ECONOMY IN FY 2019

\$38.2M
to spend at food retailers

\$22.6M
formula rebates received

\$28.0M
nutrition, breastfeeding services & admin

Sources: CDC Morbidity and Mortality Weekly Report 2019;68:1057-1061 (cdc.gov/mmwr/) for childhood obesity in WIC. CDC WONDER (wonder.cdc.gov) for mortality and birth outcomes. National WIC Association (nwica.org) for total infants participating in state. USDA 2017 WIC Eligibility Estimates report (fns.usda.gov/wic/national-and-state-level-estimates-wic-eligibility-and-wic-program-reach-2017) for percent of eligible individuals participating. USDA FNS WIC Program Data FY 2019 (fns.usda.gov/pd/wic-program) as of January 19, 2021. USDA WIC Participant and Program Characteristics reports for years displayed.

