

HOW WIC HELPS LOUISIANA



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 LOUISIANA
PARTICIPATE IN WIC



37%

OF ELIGIBLE INDIVIDUALS
IN LOUISIANA
PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN LOUISIANA?

91,669

WIC PARTICIPANTS

Pregnant women.....	8,594
Breastfeeding women.....	6,511
Postpartum women.....	10,038
Infants.....	27,350
Children.....	39,176

BREASTFEEDING IN WIC

Louisiana WIC breastfeeding initiation rates increased by **31 percent** between 2010 and 2022.



Among WIC infants who initiated breastfeeding in Louisiana in 2022, **17 percent** continued breastfeeding at 6 months.



Fruit and Vegetable Benefit: Congress enhanced WIC's fruit and vegetable benefit to align with scientific recommendations. Current monthly benefit amounts are \$26 for children, \$47 for pregnant and postpartum participants, and \$52 for breastfeeding participants. In FY 2023, WIC provided an estimated **\$25.4M** in fruit and vegetable benefits to **64,319** participants in Louisiana.

CHILDHOOD OBESITY IN WIC IN LOUISIANA

There was no significant change in the obesity rate among WIC toddlers in Louisiana between 2010 and 2020.

Childhood obesity rate, WIC toddlers, 2020..... **14%**

MORTALITY AND BIRTH OUTCOMES IN LOUISIANA

Maternal mortality per 100,000 births, 2017-2021... **39.4**

Infant mortality per 1,000 live births, 2021..... **7.2**

Preterm birth rate, 2021..... **14%**

LOUISIANA WIC PARTICIPANT CHARACTERISTICS

\$24,435

AVERAGE FAMILY
INCOME

93%

RECEIVED
MEDICAID

\$49.95

AVERAGE
MONTHLY FOOD
COST IN FY 2023

HOW WIC SUPPORTED THE LOUISIANA ECONOMY IN FY 2023

\$55.0M

TO SPEND AT
FOOD RETAILERS

\$28.2M

FORMULA
REBATES
RECEIVED

\$33.9M

NUTRITION,
BREASTFEEDING
SERVICES & ADMIN

Sources: WIC eligible individuals participating from USDA WIC Eligibility Estimates report for 2021 (<https://www.fns.usda.gov/wic/eligibility-and-program-reach-estimates-2021>). WIC participants and economic impact from USDA WIC Data Tables for fiscal year (FY) 2023 (<https://www.fns.usda.gov/pd/wic-program>) as of June 20, 2024. 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>). WIC fruit and vegetable benefit calculated as the sum of FY 2023 issuance rates multiplied by average participation rates for each participant category from USDA WIC Data Tables. Maternal mortality from America's Health Rankings (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). Obesity outcomes from CDC (<https://www.cdc.gov/obesity/data/obesity-among-WIC-enrolled-young-children>).