

HOW WIC HELPS WISCONSIN



State WIC Director

Kari Malone
1 W Wilson Street, Room 243
Madison, WI 53701

608.266.3821
kari.malone@dhs.wisconsin.gov

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.



31%

OF INFANTS BORN
IN WISCONSIN
PARTICIPATE IN WIC



52%

OF ELIGIBLE INDIVIDUALS
IN WISCONSIN
PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN WISCONSIN?

89,410

WIC PARTICIPANTS

Pregnant women.....	6,550
Breastfeeding women.....	6,378
Postpartum women.....	5,110
Infants.....	18,819
Children.....	52,553

BREASTFEEDING IN WIC

Wisconsin WIC breastfeeding initiation rates increased by **4 percent** between 2010 and 2022.



Among WIC infants who initiated breastfeeding in Wisconsin in 2022, **21 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 **\$25.7M** in fruit and vegetable benefits to **70,591** participants in Wisconsin.

CHILDHOOD OBESITY IN WIC IN WISCONSIN

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

Childhood obesity rate, WIC toddlers, 2020..... **15%**

MORTALITY AND BIRTH OUTCOMES IN WISCONSIN

Maternal mortality per 100,000 births, 2017-2021... **10.8**

Infant mortality per 1,000 live births, 2021..... **5.4**

Preterm birth rate, 2021..... **10%**

WISCONSIN WIC PARTICIPANT CHARACTERISTICS

\$24,215

AVERAGE FAMILY
INCOME

94%

RECEIVED
MEDICAID

\$38.58

AVERAGE
MONTHLY FOOD
COST IN FY 2023

HOW WIC SUPPORTED THE WISCONSIN ECONOMY IN FY 2023

\$41.4M

TO SPEND AT
FOOD RETAILERS

\$28.4M

FORMULA
REBATES
RECEIVED

\$27.6M

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>).