

HOW WIC HELPS COLORADO



State WIC Director

Heidi Hoffman
4300 Cherry Creek South Drive A-4
Denver, CO 80246

303.692.2400
heidi.hoffman@state.co.us

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.



29%

OF INFANTS BORN
IN COLORADO
PARTICIPATE IN WIC



46%

OF ELIGIBLE INDIVIDUALS
IN COLORADO
PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN COLORADO?

84,827

WIC PARTICIPANTS

| | |
|--------------------------|---------------|
| Pregnant women..... | 6,474 |
| Breastfeeding women..... | 7,953 |
| Postpartum women..... | 4,914 |
| Infants..... | 18,153 |
| Children..... | 47,333 |

BREASTFEEDING IN WIC

Colorado WIC breastfeeding initiation rates increased by **8 percent** between 2010 and 2020.



Among WIC infants who initiated breastfeeding in Colorado in 2020, **27 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 **\$24.9M** in fruit and vegetable benefits to **66,674** participants in Colorado.

CHILDHOOD OBESITY IN WIC IN COLORADO

The obesity rate among WIC toddlers in Colorado decreased **10 percent** between 2010 and 2020.

Childhood obesity rate, WIC toddlers, 2020..... **9%**

MORTALITY AND BIRTH OUTCOMES IN COLORADO

Maternal mortality per 100,000 births, 2017-2021... **15.9**

Infant mortality per 1,000 live births, 2021..... **5.0**

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

COLORADO WIC PARTICIPANT CHARACTERISTICS

\$22,846

AVERAGE FAMILY INCOME

60%

RECEIVED MEDICAID

\$52.32

AVERAGE MONTHLY FOOD COST IN FY 2023

HOW WIC SUPPORTED THE COLORADO ECONOMY IN FY 2023

\$53.3M

TO SPEND AT FOOD RETAILERS

\$17.6M

FORMULA REBATES RECEIVED

\$26.0M

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 January 30, 2024. Participant characteristics for 2020 and WIC breastfeeding and rates for years displayed from USDA WIC Participant and Program Characteristics reports (<https://www.fns.usda.gov/wic/participant-program-characteristics-2020>). 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>).