

HOW WIC HELPS NEW MEXICO



State WIC Director

Sarah Flores-Sievers
2040 S Pacheco St
Santa Fe, NM 87505

505.819.7352
Sarah.Flores-Siever@doh.nm.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.



42%

OF INFANTS BORN
IN NEW MEXICO
PARTICIPATE IN WIC



35%

OF ELIGIBLE INDIVIDUALS
IN NEW MEXICO
PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN NEW MEXICO?

35,848

WIC PARTICIPANTS

Pregnant women.....	3,119
Breastfeeding women.....	3,792
Postpartum women.....	2,186
Infants.....	8,977
Children.....	17,774

BREASTFEEDING IN WIC

New Mexico WIC breastfeeding initiation rates increased by **11 percent** between 2010 and 2018.



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 **\$10.4M** in fruit and vegetable benefits to **26,871** participants in New Mexico.

CHILDHOOD OBESITY IN WIC IN NEW MEXICO

The obesity rate among WIC toddlers in New Mexico decreased **19 percent** between 2010 and 2020.

Childhood obesity rate, WIC toddlers, 2020..... **13%**

MORTALITY AND BIRTH OUTCOMES IN NEW MEXICO

Maternal mortality per 100,000 births, 2017-2021... **31.0**

Infant mortality per 1,000 live births, 2021..... **4.8**

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

NEW MEXICO WIC PARTICIPANT CHARACTERISTICS

\$24,896

AVERAGE FAMILY
INCOME

74%

RECEIVED
MEDICAID

\$51.97

AVERAGE
MONTHLY FOOD
COST IN FY 2023

HOW WIC SUPPORTED THE NEW MEXICO ECONOMY IN FY 2023

\$22.4M

TO SPEND AT
FOOD RETAILERS

\$8.0M

FORMULA
REBATES
RECEIVED

\$16.8M

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>).