## HOW WIC HELPS WEST VIRGINIA

#### Mission of WIC

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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.

# WHO PARTICIPATES IN WIC IN

Pregnant women	2,987
Breastfeeding women	1,821
Postpartum women	2,605
Infants	8,239
Children	21,396
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#### State WIC Director

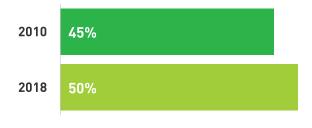
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#### **51%** OF ELIGIBLE INDIVIDUALS IN WEST VIRGINIA PARTICIPATE IN WIC

## **BREASTFEEDING IN WIC**

West Virginia WIC breastfeeding initiation rates increased by **11 percent** between 2010 and 2018.





WEST

**VIRGINIA?** 

**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 **28,809** participants in West Virginia.

#### CHILDHOOD OBESITY IN WIC IN WEST VIRGINIA

The obesity rate among WIC toddlers in West Virginia increased **15 percent** between 2010 and 2020.

Childhood obesity rate, WIC toddlers, 2020..... 17%

## MORTALITY AND BIRTH OUTCOMES IN WEST VIRGINIA

HOW WIC SUPPORTED THE

WEST VIRGINIA ECONOMY IN FY 2023

Maternal mortality per 100,000 births, 2017-2021	22.3
Infant mortality per 1,000 live births, 2021	6.8
Preterm birth rate, 2021	13%

### WEST VIRGINIA WIC PARTICIPANT CHARACTERISTICS

\$10,238 AVERAGE FAMILY INCOME 91%

RECEIVED MEDICAID \$44.72 AVERAGE MONTHLY FOOD COST IN FY 2023 \$19.9M TO SPEND AT FOOD RETAILERS \$12.0M FORMULA REBATES RECEIVED \$15.9M

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-reachestimates-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).