

HOW WIC HELPS CALIFORNIA



State WIC Director

Christine Nelson
3901 Lennane Drive
Sacramento, CA 95834

Phone: (916) 928-8806

Email: Christine.nelson@cdph.ca.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.



54%

of infants born in California participate in WIC



67%

of eligible individuals in California participate in WIC

1,194,194

WIC PARTICIPANTS

WHO PARTICIPATES IN WIC IN CALIFORNIA?

Pregnant women	100,047
Breastfeeding women	90,986
Postpartum women	62,899
Infants	244,943
Children	695,319

BREASTFEEDING IN WIC

California WIC breastfeeding initiation rates increased by **1 percentage point** between 2010 and 2018.



Among WIC infants who initiated breastfeeding in California in 2018, **36 percent** continued breastfeeding at 6 months.



Fast Fact: California WIC now offers local agency services through video conferencing, texting, email, phone, online education, and in-person.



Benefit Bump: Congress enhanced WIC's fruit and vegetable benefit to align with scientific recommendations. From April 2021 to March 2022, this provided an estimated **\$168.9M** in additional benefits to **770,710** participants.

CHILDHOOD OBESITY IN WIC IN CALIFORNIA

The obesity rate among WIC toddlers in California decreased by **3 percentage points** between 2010 and 2018.

Childhood obesity rate, WIC toddlers, 2018 **16%**

MORTALITY AND BIRTH OUTCOMES IN CALIFORNIA

Maternal mortality per 100,000 births, 2013-2017 **17.6**

Infant mortality per 1,000 live births, 2019 **4.2**

Preterm birth rate, 2019 **9%**

CALIFORNIA WIC PARTICIPANT CHARACTERISTICS

\$21,363
average family income

80%
received Medicaid

\$43.99
average monthly food cost in FY 2020

HOW WIC SUPPORTED THE CALIFORNIA ECONOMY IN FY 2020

\$465.0M
to spend at food retailers

\$207.9M
formula rebates received

\$329.4M
nutrition, breastfeeding services & admin

Sources: WIC eligible individuals participating from USDA WIC Eligibility Estimates report for 2018 (fns.usda.gov/wic/national-and-state-level-estimates-wic-eligibility-and-wic-program-reach-2018-updated). WIC participants and characteristics from USDA WIC Participant and Program Characteristics report for 2018, the most recent year of data available (fns.usda.gov/wic/wic-participant-and-program-characteristics-2018). WIC breastfeeding and obesity rates from USDA WIC Participant and Program Characteristics reports for years displayed. WIC fast facts reported by State agencies in 2021. WIC benefit bumps from National WIC Association in 2022. Mortality and birth outcomes from CDC WONDER (wonder.cdc.gov). WIC costs from USDA FNS WIC Program Data for FY 2020 (fns.usda.gov/pd/wic-program) as of January 19, 2022.

FEBRUARY 2022

Please direct all questions to NWA at 202.232.5492
visit nwica.org



National WIC Association