HOW WIC HELPS CALIFORNIA

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

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

67% of eligible individuals in California participate in WIC

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

- 2018: 77%
- 2010: 76%

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.

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

- Average family income: $21,363
- Percentage receiving Medicaid: 80%
- Average monthly food cost in FY 2020: $43.99

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


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

State WIC Director
Christine Nelson
3901 Lennane Drive
Sacramento, CA 95834
Phone: (916) 928-8806
Email: Christine.nelson@cdph.ca.gov

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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.