

HOW WIC HELPS CALIFORNIA



State WIC Director

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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 CALIFORNIA PARTICIPATE IN WIC



65% OF ELIGIBLE INDIVIDUALS IN CALIFORNIA PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN CALIFORNIA?

936,126

WIC PARTICIPANTS


Pregnant women.....	72,315
Breastfeeding women.....	73,674
Postpartum women.....	47,523
Infants.....	175,546
Children.....	567,069

BREASTFEEDING IN WIC


California WIC breastfeeding initiation rates did not change between 2010 and 2020.



Among WIC infants who initiated breastfeeding in California in 2020, **33 percent** continued breastfeeding at 6 months.



Benefit Bump: Congress enhanced WIC's fruit and vegetable benefit to align with scientific recommendations. In 2022, this provided an estimated **\$184.1M** in additional benefits to **764,429** participants.



Infant Formula: California has an infant formula contract with **Abbott**, which controls **43%** of the WIC market share.

CHILDHOOD OBESITY IN WIC IN CALIFORNIA

The obesity rate among WIC toddlers in California decreased **8 percent** between 2010 and 2020.

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

MORTALITY AND BIRTH OUTCOMES IN CALIFORNIA

Maternal mortality per 100,000 births, 2016-2020.....	8.4
Infant mortality per 1,000 live births, 2020.....	3.9
Preterm birth rate, 2020.....	9%

CALIFORNIA WIC PARTICIPANT CHARACTERISTICS

\$19,935	68%	\$57.07
AVERAGE FAMILY INCOME	RECEIVED MEDICAID	AVERAGE MONTHLY FOOD COST IN FY 2022

HOW WIC SUPPORTED THE CALIFORNIA ECONOMY IN FY 2022

\$641.2M	\$192.2M	\$345.6M
TO SPEND AT FOOD RETAILERS	FORMULA REBATES RECEIVED	NUTRITION, BREASTFEEDING SERVICES & ADMIN

Sources: WIC eligible individuals participating from USDA WIC Eligibility Estimates report for 2020 (<https://www.fns.usda.gov/wic/eligibility-and-program-reach-estimates-2020>). WIC participants from USDA WIC Data Tables for fiscal year (FY) 2022 (<https://www.fns.usda.gov/pd/wic-program> as of January 30, 2023). WIC participant characteristics for 2020 and WIC breastfeeding and rates for years displayed from USDA WIC Participant and Program Characteristics reports. WIC formula facts derived from USDA Infant Formula Contracts in WIC (<https://www.fns.usda.gov/wic/requirements-infant-formula-contracts>) and USDA WIC Data Tables for FY 2022; percent of market share calculated as number of partially or fully breastfed WIC infants served by agencies with the formula company contract divided by the total number of partially or fully breastfed WIC infants. WIC benefit bumps derived from increase in CVB benefits and USDA WIC Data Tables for 2022; CVB increase calculated as sum of dollar increase in CVB for each participant category multiplied by caseload in each participant category, assuming Oct. 2022 caseload for Nov. 2022 and Dec. 2022 as data were not available at time of publication. Mortality and birth outcomes from CDC WONDER (<https://wonder.cdc.gov>). WIC costs from USDA WIC Data Tables for FY 2022. Obesity outcomes from CDC (<https://www.cdc.gov/obesity/data/obesity-among-WIC-enrolled-young-children.html>).