

Who Uses WIC?

"I actually look forward to my calls from WIC. The staff is so friendly and open and give me a chance to express any worries or concerns I may have about my pregnancy or my baby. Absolutely would recommend this office to any pregnant woman the support they offer is amazing."

- Seantrece, Los Angeles WIC Mom



Infant/child age groups

Out of total 790,515

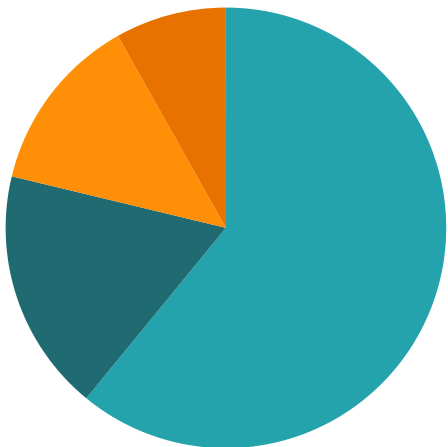
- Infants under 1: 178,972, 22.6%
- Children 1-2: 172,156, 21.8%
- Children 2-3: 155,861, 19.7%
- Children 3-4: 140,808, 17.8%
- Children 4-5: 142,718, 18.1%



WIC category

Out of total 1,003,711

- Children: 611,543, 60.9%
- Infants: 178,972, 17.8%
- Postpartum: 131,328, 13.1%
- Pregnant: 81,868, 8.2%



Prepared by: California Department of Public Health (CDPH); Women, Infants, and Children (WIC) Division; Participant Analysis, Research and Evaluation Section; 7/24/24

Data source: CDPH/WIC Division, WRAD Participation Monthly Snapshot; May 2024

Infant breastfeeding rates

Out of total 176,756 participating infants

Note: This report filtered out foster infants

- Breastfed exclusively: 43,936, 24.9%
- Breastfed partially: 45,375, 25.6%
- Formula fed: 87,445, 49.5%



All data as of May 2024 unless otherwise noted

WIC by the Numbers

2,615 Local Agency staff

- Over 300 Registered Dietitian Nutritionists / Degreed Nutritionists
- 105 International Board Certified Lactation Consultants in the Breastfeeding Peer Counselor Program
- 240 Breastfeeding Peer Counselors

Languages...

- 47 languages spoken by WIC Local Agency staff documented in WIC WISE
- 63 languages in which participants request to receive WIC information



3,724
grocery
stores
redeem
WIC
benefits



522
clinic
sites
serve
WIC
families



As of June 2024:

792
farmers

315
farmers' markets

redeem benefits for
fruits & vegetables to
WIC families

In September 2024

\$ 155,420
WIC dollars spent at
military commissaries



2,185
WIC families
redeemed WIC
benefits at
commissaries

Total number of
participants:

Over 1 million





\$229,666,401
spent on fruit and vegetable cash value benefits in Federal Fiscal Year 2023



\$919,882,228
spent on food benefits (including therapeutic infant formula and breast pumps) in Federal Fiscal Year 2023

Classes offered to participants:

- Video, phone and in-person nutrition education classes in group and individual formats
- Online nutrition education classes
- Infant feeding support groups

Number and topics of classes vary by local WIC office.

“Receiving the additional benefits for fruits and vegetables through WIC made a huge difference for us! It helped me better plan and prepare balanced meals. I am very grateful for the additional support in providing nutritious food for my child.”

-Jennifer, Orland WIC Mom

Items on food packages (as of June 2024):

10,734 total UPC barcodes

- For canned fruits and veggies alone, there are over 3,227 UPC barcodes available!

Value of food package, including breast pump:

\$79.49 on average per participant for Federal Fiscal Year 2023

Market Value of counseling by WIC staff:

IBCLC: **\$150-\$300** per hour
RDN: **\$100-\$250** per hour



WIC Impacts Your Community

\$916,092,335

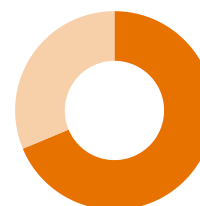
in total food benefit dollars

~22.9 million transactions

processed via the WIC Card in Federal Fiscal Year 2023

WIC Did You Know?

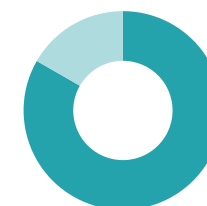
Percent of coverage of eligible women



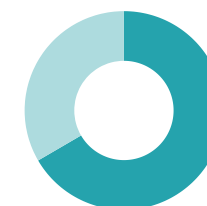
CA combined women coverage rate: 68.7%

USDA/FNS 2022 Program Reach data, includes pregnant, postpartum non-breastfeeding, and postpartum breastfeeding women

Percent of coverage of eligible infants and children



CA infants coverage rate: 83.3%



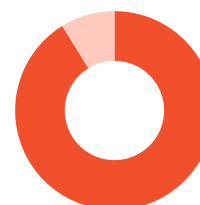
CA children coverage rate: 66.6%



49.4% of all infants born in CA were enrolled in WIC by their first year in 2021

USDA/FNS 2022 Program Reach data

Use of technologies



91.2% of all WIC families (634,714 families) had a WIC App login in May 2024

In one month at California WIC agencies...

~8,900 participants joined a video appointment



Teletask data:

49,982
emails

1,564,910
individual chat texts

2,489,066
text messages

MIS (WIC WISE) data:

2,972
Family Service Line calls

