

HOW WIC HELPS VIRGINIA



State WIC Director

Paula Garrett
109 Governor St 8th Floor,
Richmond, VA 23219

Phone: 804-786-7800

Email: Paula.Garrett@vdh.virginia.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.

COVID-19 Response

Virginia WIC received at least 10 waivers, including physical presence and relief from in-person monitoring requirements.



36%

of infants born in Virginia participated in WIC in 2017



42%

of eligible individuals in Virginia participated in WIC in 2017

WHO PARTICIPATES IN WIC?

141,741

WIC PARTICIPANTS

Pregnant women	12,173
Breastfeeding women	8,228
Postpartum women	12,714
Infants	36,386
Children	72,240

Virginia WIC participation in 2018

BREASTFEEDING IN WIC

Virginia WIC breastfeeding initiation rates increased by **8 percentage points** between 2004 and 2014.



Among WIC infants who initiated breastfeeding in Virginia in 2018, **12 percent** continued breastfeeding at 6 months.

CHILDHOOD OBESITY IN WIC IN VIRGINIA

The obesity rate among WIC toddlers in Virginia decreased by **6 percentage points** between 2010 and 2016.

Obesity rate among WIC toddlers, 2016 **15%**

MORTALITY AND BIRTH OUTCOMES IN VIRGINIA

Maternal mortality per 100,000 births, 2010–2015 **15.6**

Infant mortality per 1,000 live births, 2017 **5.9**

Preterm birth rates, 2017 **10%**

VIRGINIA WIC PARTICIPANT CHARACTERISTICS

\$14,014
average family income in 2018

71%
received Medicaid in 2018

\$32.34
average monthly food cost in FY 2019

HOW WIC SUPPORTED THE VIRGINIA ECONOMY IN FY 2019

\$42.5M
to spend at food retailers

\$32.1M
formula rebates received

\$32.8M
nutrition, breastfeeding services & admin

Sources: CDC Morbidity and Mortality Weekly Report 2019;68:1057-1061 (cdc.gov/mmwr/) for childhood obesity in WIC. CDC WONDER (wonder.cdc.gov) for mortality and birth outcomes. National WIC Association (nwica.org) for total infants participating in state. USDA 2017 WIC Eligibility Estimates report (fns.usda.gov/wic/national-and-state-level-estimates-wic-eligibility-and-wic-program-reach-2017) for percent of eligible individuals participating. USDA FNS WIC Program Data FY 2019 (fns.usda.gov/pd/wic-program) as of January 19, 2021. USDA WIC Participant and Program Characteristics reports for years displayed.

