

The WIC Program: Improving Maternal and Child Health and Fighting Hunger

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) provides pregnant, postpartum, and breastfeeding individuals, infants, and children up to 5 years of age from households with low incomes with nutritious foods, nutrition education and counseling, breastfeeding support, and referrals to health care and social services.

ACTION IS NEEDED TO KEEP WIC STRONG AND TO CONNECT MORE ELIGIBLE PEOPLE TO THE PROGRAM.

Poverty, Hunger, and Health in the U.S.

Poverty and food insecurity harm the health and well-being of pregnant and postpartum women, infants, and children.

14.8%

Children living in **POVERTY** during 2022–2024¹

12.2%

Households reporting **FOOD INSECURITY** during 2021–2023²

23.2

MATERNAL MORTALITY per 100,000 live births during 2018–2022³

5.5

INFANT MORTALITY per 1,000 births during 2021–2022⁴

WIC's Impact⁵

NUTRITION AND HEALTH IMPACT



Reduces food insecurity and poverty



Improves health and birth outcomes



Improves dietary intake

CHILD AND FAMILY IMPACT



Supports learning and development



Supports healthy growth



Supports economic stability

ECONOMIC AND COMMUNITY IMPACT



Reduces health care costs



Bolsters local economies through purchases made at food retailers

Every \$1 in prenatal WIC services saves about \$2.48 in medical, educational, and productivity costs over a newborn's lifetime.⁶

WIC's Reach

6,704,329

PEOPLE SERVED BY WIC IN FISCAL YEAR 2024

WIC provided essential nutrition and health support to **1,512,339** women; **1,486,961** infants; and **3,705,029** children.⁷

\$8,819,906,761

FEDERAL DOLLARS SENT TO COMMUNITIES THROUGH WIC IN FISCAL YEAR 2024

WIC spent **\$4,911,410,861** at food retailers; provided **\$1,644,702,625** in formula rebates; and provided **\$2,263,793,275** in nutrition education, breastfeeding, and administration funding.⁸

53.5%

ELIGIBLE PEOPLE PARTICIPATED IN WIC IN 2022⁹

**TAKE ACTION
TO PROTECT
WIC**



Call on Congress to provide WIC with full funding each year to serve all eligible people and maintain the prescriptive benefits and services.



Urge your Members of Congress to pass the MODERN WIC Act, which would make virtual service options permanent.



Connect families in your community to WIC.

