

HOW WIC HELPS

NORTH CAROLINA



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.



49%

OF INFANTS BORN IN NORTH CAROLINA PARTICIPATE IN WIC



56%

OF ELIGIBLE INDIVIDUALS IN NORTH CAROLINA PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN NORTH CAROLINA?

258,151

WIC PARTICIPANTS

Pregnant women.....	21,848
Breastfeeding women.....	20,632
Postpartum women.....	13,696
Infants.....	57,673
Children.....	144,302

CHILDHOOD OBESITY IN WIC IN NORTH CAROLINA

The obesity rate among WIC toddlers in North Carolina increased **1 percent** between 2010 and 2020.

Childhood obesity rate, WIC toddlers, 2020..... **14%**

MORTALITY AND BIRTH OUTCOMES IN NORTH CAROLINA

Maternal mortality per 100,000 births, 2016-2020..... **20.7**

Infant mortality per 1,000 live births, 2020..... **6.8**

Preterm birth rate, 2020..... **11%**



Benefit Bump: Congress enhanced WIC's fruit and vegetable benefit to align with scientific recommendations. In 2022, this provided an estimated **\$49.8M** in additional benefits to **202,326** participants.



Infant Formula: North Carolina has an infant formula contract with **Gerber**, which controls **11%** of the WIC market share.

NORTH CAROLINA WIC PARTICIPANT CHARACTERISTICS

\$13,372

AVERAGE FAMILY INCOME

86%

RECEIVED MEDICAID

\$39.81

AVERAGE MONTHLY FOOD COST IN FY 2022

HOW WIC SUPPORTED THE NORTH CAROLINA ECONOMY IN FY 2022

\$123.3M

TO SPEND AT FOOD RETAILERS

\$53.5M

FORMULA REBATES RECEIVED

\$56.5M

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>).