



Since 1974, WIC has helped families eat healthier by providing nutrition education, nutritious foods, breastfeeding support, and referrals to other helpful programs. These services are provided to pregnant, breastfeeding, and non-breastfeeding postpartum women, and to infants and children up to age 5.

In 2023, each participant received an average monthly value of \$72.93 in food!



The percent of women participating in Utah WIC who ever breastfed increased by 32 percent from 1998 to 2020!¹



WIC is an investment. A study found that WIC participation during pregnancy saves \$2.48 in medical, educational, and productivity costs for every \$1.00 spent.²



Utah WIC supports the community and breastfeeding by having:

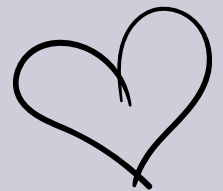
- 24 International Board Certified Lactation Consultants
- 57 Registered Dietitians
- 46 WIC clinics
- 270 WIC-authorized grocery stores across the state of Utah



At the beginning of 2024, Utah WIC was serving 45,562 individuals or 29,111 families!



Utah WIC thanks you for being a crucial part of the program over the last 50 years and we look forward to working with you for another 50 years!



Citations:

1. 2023 State of WIC Report: Building The Bridge To a Healthier Future. thewichub.org. Updated February 21, 2023. Accessed February 16, 2024. State of WIC Report.
2. Economic evaluation of California prenatal participation in the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) to prevent preterm birth. pubmed.ncbi.nlm.nih.gov. Updated April 16, 2019. Accessed February 16, 2024. Economic evaluation.