

Minnesota WIC Facts 2024 Talking Points

APRIL 17, 2024

[Minnesota WIC Facts 2024](#) is available and highlights the services and benefits the Minnesota WIC program provides to participants and WIC's effectiveness to improve health outcomes and advance health equity. This is a useful tool to share with internal and external partners and stakeholders.

Local agencies can localize the positive impacts of the WIC program using the MN WIC Food Dollars Spent in Local table on the back of the fact sheet showcasing how the WIC program benefits the local economy by bringing dollars to the area's WIC approved grocery stores. Additional local agency information can be obtained by using the [Benefit Utilization Dashboard](#). This tool allows local agencies to identify food redemption patterns.

Talking points when sharing

We encourage local agencies to share this updated information. Please consider using any of these talking points when sharing.

- Breastfeeding initiation increases with prenatal participation in WIC.
- The peer breastfeeding program advances health equity by increasing initiation and duration for all race/ethnicities.
- WIC breastfeeding support and services help participants meet breastfeeding recommendations. More participants meeting breastfeeding recommendations could save \$17.2 billion (2014 dollars) in national annual medical costs and prevent 3,340 deaths annually.
- Participation in WIC prenatally improves birth outcomes.
- Research published in [Science Direct Preventive Medicine](#) shows that \$1 invested in WIC prenatally saves about \$2.48 in medical, educational, and productivity costs related to preterm births.

- Participating in MN WIC for three or more months prenatally reduces rates of low birth weight.
 - Medicaid participants who do not participate in MN WIC for at least three months prenatally are significantly more likely to have infants with low birth weight.
 - Data on MN African American women on Medicaid:
 - Less than three months prenatal WIC participation: One out of five had low birthweight infants.
 - Three or more months prenatal WIC participation: One out of eight had low birthweight infants.
- Average monthly participation increased by over 6.4% from FFY 2022 (99,700) to FFY 2023 (106,100).
- Minnesotans participating in the WIC Program during FFY 2023 purchased 17% more healthy foods in Minnesota grocery stores compared to the prior year (\$78 million).

Reference – Complete listing of hyperlinks

Minnesota WIC Facts 2024

(<https://www.health.state.mn.us/docs/people/wic/localagency/reports/pptndemo/wicfacts/0324.pdf>)

Benefit Utilization Dashboard

(<https://www.health.state.mn.us/people/wic/localagency/reports/benefits.html>)

Science Direct Preventive Medicine

(<https://www.sciencedirect.com/science/article/abs/pii/S0091743519301355?via%3Dihub>)

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