

# Minnesota WIC Facts 2025 Talking Points

**MARCH 26, 2025**

[Minnesota WIC Facts 2025 \(PDF\)](#)

(<https://www.health.state.mn.us/docs/people/wic/localagency/reports/pptndemo/wicfacts/0325.pdf>) is available and highlights the powerful benefits of WIC participation. This fact sheet is a useful tool to share with internal and external partners and stakeholders.

## Talking points when sharing

Please consider using these talking points when sharing the updated Minnesota WIC Facts:

- WIC helps prevent pre-term births and decreases infant mortality within the first year of life. In Minnesota, prenatal participation for three or more months in WIC improves birth weight.
- WIC participants have healthier diets.
- The WIC fruit and vegetable benefit increases dietary intake, food security and participation.
- Breastfeeding initiation increases with prenatal participation in WIC.
- The peer breastfeeding program advances health equity by increasing initiation and duration for all race/ethnicities.
- Meeting breastfeeding recommendations could save \$17.2 billion (2014 dollars) in national annual medical costs and prevent 3,340 deaths annually.
- Research reported by the National WIC Association ([nwica.org](http://nwica.org)) shows that \$1 invested in WIC prenatally saves about \$2.48 in medical, educational and productivity costs related to preterm births.
- In federal fiscal year 2024, Minnesotans participating in the WIC program purchased 93.2 million in healthy foods at Minnesota grocery stores, approximately one third (\$31.1) of which were fruits and vegetables.

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