

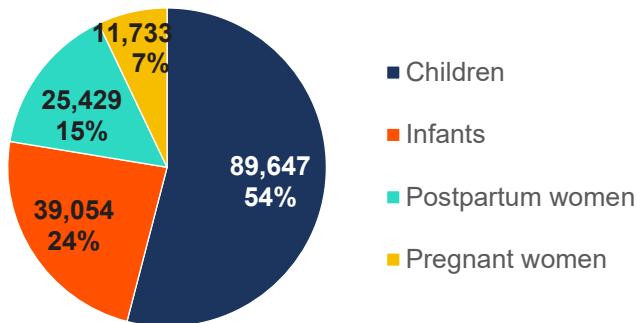
Pennsylvania

Total WIC Participation:
165,863

Eligible WIC Participation:
298,489

State WIC Coverage Rate:
56%

WIC Participants in Pennsylvania

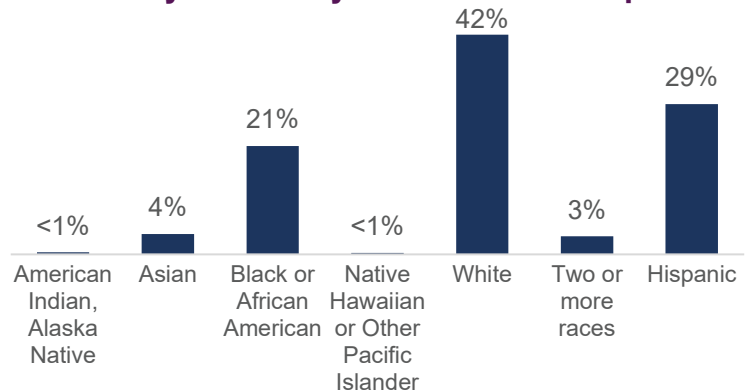


Infants and children up to age 5 account for 78% of WIC participation in Pennsylvania

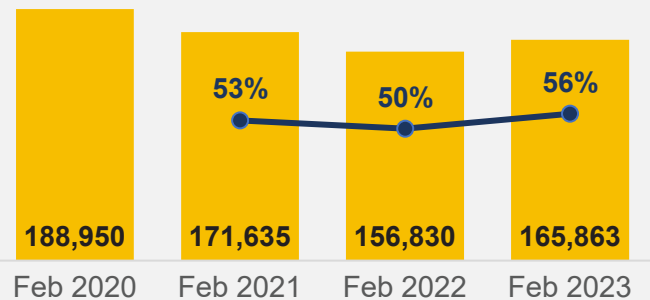
Thriving PA is working to increase participation in the state's WIC program, through modernization efforts to promote and support ease of access to nutritional supports for pregnant and postpartum women and young children, including:

- Improving WIC technology to remove barriers to access and meet families where they by developing an online Smart Card to redeem WIC benefits and permanently implementing telehealth policies.
- Integrating and improving cross-system communication to simplify the application and recertification process for families.
- Strengthening and diversifying the WIC workforce, including support for cultural competency and equity professional development opportunities for WIC staff and vendors.
- Expanding eligibility to age 6 to ensure children are able to receive benefits until they begin kindergarten.
- Modernizing outreach methods, such as texting and social media, to capture more eligible WIC participants, including education for community-based organizations, health care professionals, and other service providers on the benefits of the WIC program.

Diversity of Pennsylvania WIC Participants



PA WIC Enrollment and Participation Rates



State eligibility data not available to determine 2020 participation rate.

TO LEARN MORE ABOUT WIC, VISIT WWW.PAWIC.COM OR CALL 1-800-WIC-WINS

Thriving PA is led by Allies for Children, Children First, Maternity Care Coalition and Pennsylvania Partnerships for Children

Data is provided by Pennsylvania Partnerships for Children through analysis of information from the Pennsylvania Department of Health's Bureau of WIC and Division of Health Informatics. Participation data is from February 2022.