

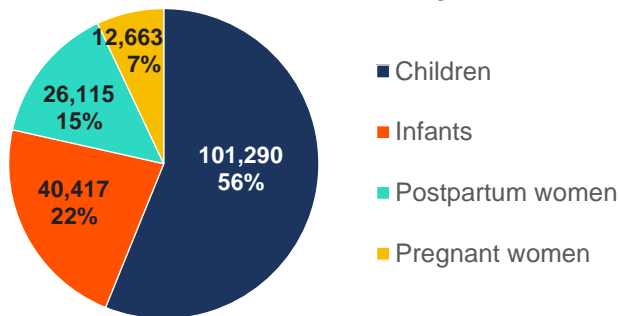
## Pennsylvania

Total WIC Participation:  
**180,485**

Eligible WIC Population:  
**330,936**

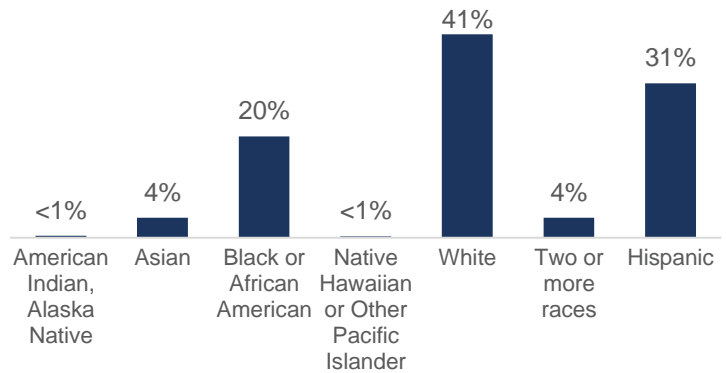
State WIC Coverage Rate:  
**55%**

### WIC Participants in Pennsylvania



Infants and children up to age 5 account for 79% of WIC participation in Pennsylvania

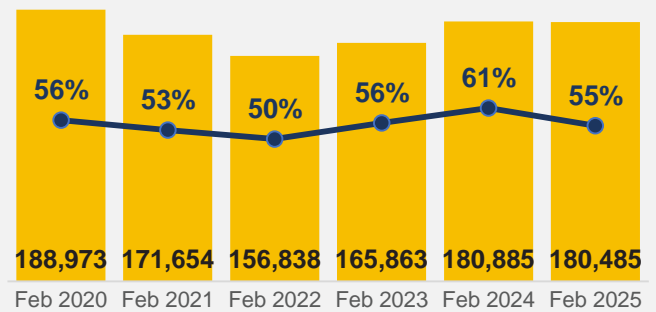
### Diversity of Pennsylvania WIC Participants



Our top priorities to remove barriers to access and increase participation in the state's WIC program:

- Streamline the application and recertification process for families.
- Strengthen and increase the cultural competency of the WIC workforce.
- Expand eligibility to age 6 (until kindergarten) and extend eligibility for postpartum women to two years.
- Transition to an online Smart Card for redeeming WIC benefits, permanently implement telehealth policies, and utilize mobile units.
- Increase awareness about the benefits of WIC among policymakers, community-based organizations, healthcare professionals, and others who serve pregnant women & families with young children.

### PA WIC Participation



**TO LEARN MORE ABOUT WIC, VISIT [WWW.PAWIC.COM](http://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 2025.



[www.thrivingpa.org](http://www.thrivingpa.org)



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