

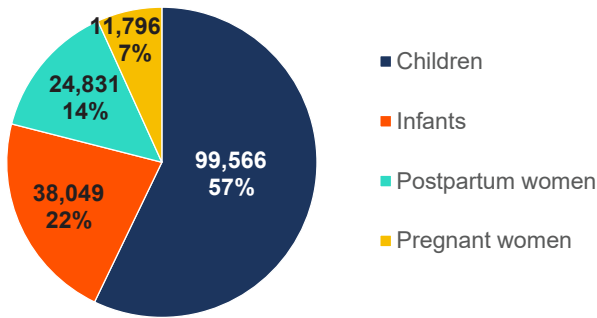
## Pennsylvania

Total WIC Participation:  
**174,242**

Eligible WIC Population:  
**299,126**

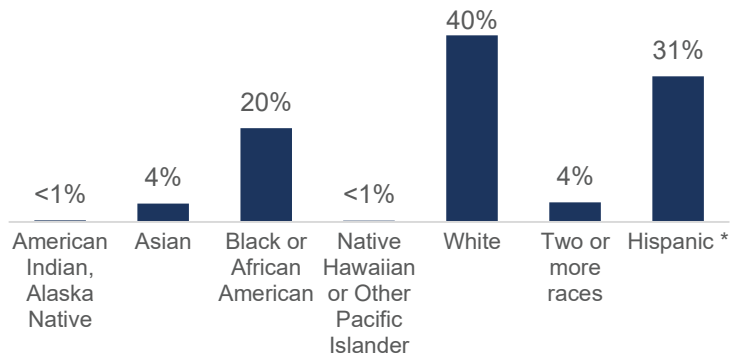
State WIC Coverage Rate:  
**58%**

### WIC Participants in Pennsylvania



Breastfeeding women account for 31% of women participating in WIC in Pennsylvania

### Diversity of Pennsylvania WIC Participants



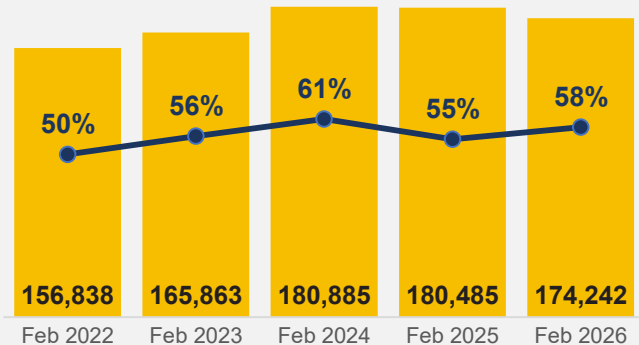
\* Hispanic ethnicity includes children who identify as any race.

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

- Simplify enrollment and recertification for families.
- Strengthen the WIC workforce's cultural competency.
- Expand eligibility for children through age 5 (until kindergarten) and postpartum women for up to 2 years.
- Modernize service delivery: online smart card benefit redemption\*, permanent telehealth options, and mobile units.
- Increase WIC awareness among policymakers, community organizations, and health care providers who serve pregnant women and families with young children.
- Share clear updates about the new WIC food packages that include a wider selection and more options.

\*PA WIC is currently projected to transition to an online Smart Card by Fall 2027.

### PA WIC Participation



Over 120,000 additional women and children are eligible to participate in WIC.

TO LEARN MORE ABOUT WIC, VISIT [WWW.PAWIC.COM](http://WWW.PAWIC.COM) OR CALL 1-800-WIC-WINS

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 2026.

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

Thriving PA advocates for Pennsylvania's children and families to have the opportunity to thrive with a family-centered approach that prioritizes health, economic security, and comprehensive care to ensure a healthy start in life.