



# WIC Breastfeeding Analytics Dashboard

---

## About the Dashboard

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) promotes and supports breastfeeding as an important part of the benefits the program provides to promote the health of low-income women, infants and children. As required by the Child Nutrition Act, the U.S. Department of Agriculture compiles and publishes annual reports of fiscal year (FY) breastfeeding performance measurements. These measurements are based on the number of partially and fully breastfed infants served by each WIC state and local agency, as defined by the food package infants receive (FNS-798 form).

FNS uses these data to monitor breastfeeding trends, identify state and local WIC agencies providing exemplary breastfeeding support, and provide [WIC Breastfeeding Awards of Excellence](#) and [WIC Breastfeeding Performance Bonus Awards](#) to high-performing agencies.

This dashboard displays the same data as the annual WIC Breastfeeding Data reports – previously published as PDFs only – in an interactive and dynamic tool. The dashboard pages present measurements with a focus on a single selected year, overtime, or the top 20 agencies in a single year.

## Data Source

Data come from the FNS-798 form, which WIC agencies use to report data on women and infants fully or partially breastfeeding or infants fully formula-fed based on the food package selected.

## Data Limitations

A program participant's food package choice may not reflect exact feeding practices (e.g., mothers who are assigned to the fully breastfed package do not receive infant formula from WIC but may receive formula outside of WIC, which they then may provide to their infant).

To help protect participant confidentiality, local and state agencies with fewer than 30 total infants are hidden or pre-aggregated into the category "Combined State Agencies (<30 Infants)." The participation information for these agencies is still included within totals, so aggregating the agency-level information may not display the same results as the totals and grand totals provided.

When viewing percent change or other calculations, note that these calculations are based on more precise numbers than those displayed in the dashboard. Rates, proportions and percent change are rounded to the nearest two decimal places while numbers are rounded to the nearest whole number (these are the annual average of monthly participation).

## Methods and Key Definitions

A. *Fully Breastfed Infants*: Infants of participating breastfeeding women who do not receive infant formula from WIC.



## WIC Breastfeeding Analytics Dashboard

---

B. *Fully Formula-fed Infants*: Infants who are not fully or partially breastfed and receive infant formula from WIC.

C. *Partially Breastfed Infants*: Infants who are breastfed at least once a day and receive infant formula from WIC.

D. *Percent change*: On the Over Time page, the percent change year-over-year – as appears on the Table – represents the relative difference between two values. The formula is as follows:

$$\text{Percent change} = (\text{Final value} - \text{Initial value}) / \text{Initial value}$$

E. *Total Breastfed Infants*: The sum of Partially and Fully Breastfed Infants.

### Contact Information

For questions, please reach out to the FNCS Central Analytics Team ([FNCS.Analytics@usda.gov](mailto:FNCS.Analytics@usda.gov)).