

HOW WIC HELPS CHEROKEE NATION OF OKLAHOMA



State WIC Director

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MISSION OF WIC

Assuring healthy pregnancies, birth outcomes, growth and development for mothers, babies, and young children to age 5 who are at nutritional risk. Providing nutritious supplemental foods, breastfeeding promotion and support, education on healthy eating, and referrals to healthcare and critical social services.

COVID-19 Response

Cherokee Nation WIC received at least 12 waivers, including physical presence and extended certification periods for children.



45%

of infants born in the United States participated in WIC in 2017



51%

of eligible individuals in the United States participated in WIC in 2017

WHO PARTICIPATES IN WIC?

8,250

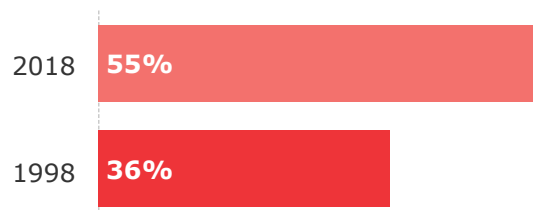
WIC PARTICIPANTS

Pregnant women	814
Breastfeeding women	392
Postpartum women	534
Infants	2,098
Children	4,412

Cherokee WIC participation in 2018

BREASTFEEDING IN WIC

Cherokee WIC breastfeeding initiation rates increased by **19 percentage points** between 1998 and 2018.



Among WIC infants who initiated breastfeeding in Cherokee in 2018, **11 percent** continued breastfeeding at 6 months.

CHEROKEE WIC PARTICIPANT CHARACTERISTICS

\$19,495
average family income in 2018

80%
received Medicaid in 2018

\$36.81
average monthly food cost in FY 2019

HOW WIC SUPPORTED THE CHEROKEE ECONOMY IN FY 2019

\$2.7M
to spend at food retailers

\$1.7M
formula rebates received

\$3.1M
nutrition, breastfeeding services & admin

Sources: USDA 2017 WIC Eligibility Estimates report (fns.usda.gov/wic/national-and-state-level-estimates-wic-eligibility-and-wic-program-reach-2017) for percent of eligible individuals participating. USDA FNS WIC Program Data FY 2019 (fns.usda.gov/pd/wic-program) as of January 19, 2021. USDA WIC Participant and Program Characteristics reports for years displayed.

