### 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.

### WHO PARTICIPATES IN WIC?

#### WIC Participants

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

### Breastfeeding in WIC

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Initiation Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998</td>
<td>36%</td>
</tr>
<tr>
<td>2018</td>
<td>55%</td>
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</tbody>
</table>

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

### Cherokee WIC Participant Characteristics

- **Average family income in 2018**: $19,495
- **80% received Medicaid in 2018**
- **Average monthly food cost in FY 2019**: $36.81
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- **Average monthly food cost in FY 2019**: $36.81
- **$2.7M** to spend at food retailers
- **$1.7M** formula rebates received
- **$3.1M** nutrition, breastfeeding services & admin

### How WIC Supported the Cherokee Economy in FY 2019