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
Citizen Potawatomi WIC received at least 7 waivers, including physical presence and vendor-related flexibilities.

WHO PARTICIPATES IN WIC?

1,740 WIC PARTICIPANTS

Pregnant women 203
Breastfeeding women 94
Postpartum women 119
Infants 410
Children 914

BREASTFEEDING IN WIC
Citizen Potawatomi WIC breastfeeding initiation rates increased by 42 percentage points between 2004 and 2018.

2004 2018
17% 59%

Among WIC infants who initiated breastfeeding in Citizen Potawatomi in 2018, 20 percent continued breastfeeding at 6 months.

CITIZEN POTAWATOMI WIC PARTICIPANT CHARACTERISTICS

$27,817 average family income in 2018
84% received Medicaid in 2018
$32.53 average monthly food cost in FY 2019

HOW WIC SUPPORTED THE CITIZEN POTAWATOMI ECONOMY IN FY 2019

$564,067 to spend at food retailers
$420,605 formula rebates received
$2.8M nutrition, breastfeeding services & admin