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
Rosebud Sioux WIC received at least 5 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?

1,081 WIC PARTICIPANTS

Pregnant women 77
Breastfeeding women 66
Postpartum women 61
Infants 233
Children 644

BREASTFEEDING IN WIC

48% of WIC infants in Rosebud Sioux initiated breastfeeding in April 2018

Among WIC infants who initiated breastfeeding in Rosebud Sioux in 2018, 17 percent continued breastfeeding at 6 months.

ROSEBUD SIOUX WIC PARTICIPANT CHARACTERISTICS

$7,408 average family income in 2018
71% received Medicaid in 2018
$52.63 average monthly food cost in FY 2019

HOW WIC SUPPORTED THE ROSEBUD SIOUX ECONOMY IN FY 2019

$699,198 to spend at food retailers
$199,309 formula rebates received
$687,552 nutrition, breastfeeding services & admin