

HOW WIC HELPS

THE CHEROKEE NATION OF OKLAHOMA



State WIC Director

Brenda Carter
886 Markoma Cir, PO Box 948
Tahlequah, OK 74465

800.256.0671
brenda-carter@cherokee.org

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.



45%

OF INFANTS BORN IN THE UNITED STATES PARTICIPATE IN WIC



54%

OF ELIGIBLE INDIVIDUALS IN THE UNITED STATES PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN THE CHEROKEE NATION OF OKLAHOMA?

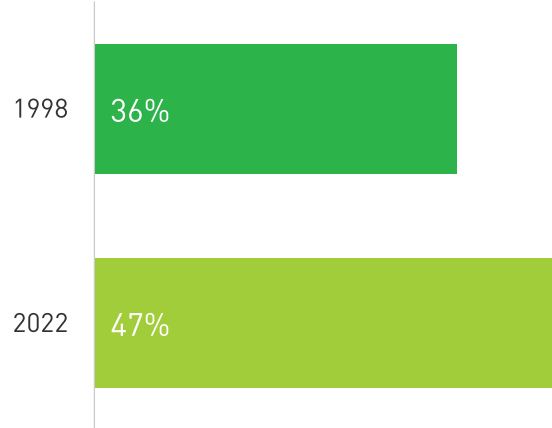
6,333

WIC PARTICIPANTS

Pregnant women.....	800
Breastfeeding women.....	350
Postpartum women.....	501
Infants.....	1,670
Children.....	3,012

BREASTFEEDING IN WIC

The Cherokee Nation of Oklahoma WIC breastfeeding initiation rates increased by **29 percent** between 1998 and 2022.



Among WIC infants who initiated breastfeeding in the Cherokee Nation in 2022, **5 percent** continued breastfeeding at 6 months.

THE CHEROKEE NATION OF OKLAHOMA WIC PARTICIPANT CHARACTERISTICS

\$29,308

AVERAGE FAMILY INCOME

\$51.67

AVERAGE MONTHLY FOOD COST IN 2024

89%

RECEIVED MEDICAID

HOW WIC SUPPORTED THE CHEROKEE NATION ECONOMY IN FY 2024

\$3.9M

TO SPEND AT FOOD RETAILERS

\$1.7M

FORMULA REBATES RECEIVED

\$3.6M

NUTRITION, BREASTFEEDING SERVICES & ADMIN

Sources: WIC eligible individuals participating from USDA WIC Eligibility Estimates report for 2022 (<https://www.fns.usda.gov/research/wic/ee-2022>). WIC participants and economic impact from USDA WIC Data Tables for fiscal year (FY) 2024 (<https://www.fns.usda.gov/pd/wic-program>) as of January 21, 2025. Participant characteristics for 2022 and WIC breastfeeding and rates for years displayed from USDA WIC Participant and Program Characteristics reports (<https://www.fns.usda.gov/research/wic/participant-program-characteristics-2022>). Maternal mortality from America's Health Rankings (https://www.americashealthrankings.org/explore/measures/maternal_mortality_c). Infant mortality and preterm birth rate from CDC (https://www.cdc.gov/nchs/pressroom/stats_of_the_states.htm).