

HOW WIC HELPS



State WIC Director

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THE CITIZEN POTAWATOMI NATION

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 CITIZEN POTAWATOMI NATION?

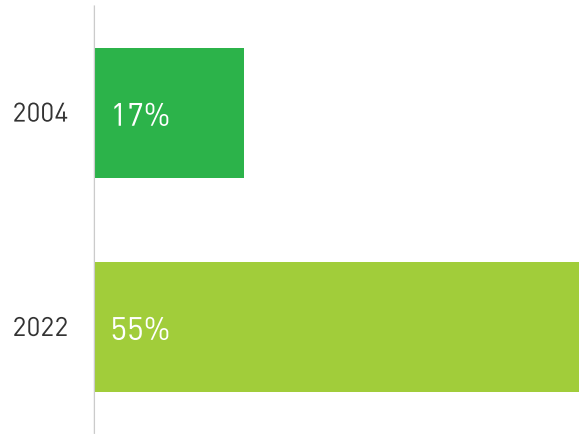
1,375

WIC PARTICIPANTS

Pregnant women.....	106
Breastfeeding women.....	102
Postpartum women.....	86
Infants.....	313
Children.....	769

BREASTFEEDING IN WIC

The Citizen Potawatomi Nation WIC breastfeeding initiation rates increased by **226 percent** between 2004 and 2022.



Among WIC infants who initiated breastfeeding in the Citizen Potawatomi Nation in 2022, **21 percent** continued breastfeeding at 6 months.

THE CITIZEN POTAWATOMI NATION WIC PARTICIPANT CHARACTERISTICS

\$33,671

AVERAGE FAMILY INCOME

\$46.16

AVERAGE MONTHLY FOOD COST IN 2024

95%

RECEIVED MEDICAID

HOW WIC SUPPORTED THE CITIZEN POTAWATOMI ECONOMY IN FY 2024

\$761,740

TO SPEND AT FOOD RETAILERS

\$352,746

FORMULA REBATES RECEIVED

\$2.5M

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).