

HOW WIC HELPS THE EASTERN BAND OF CHEROKEE INDIANS



State WIC Director

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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 EASTERN BAND OF CHEROKEE INDIANS?

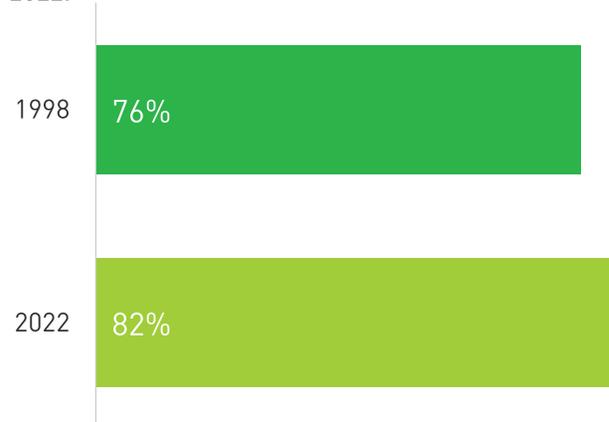
444

WIC
PARTICIPANTS

Pregnant women.....	42
Breastfeeding women.....	39
Postpartum women.....	22
Infants.....	84
Children.....	258

BREASTFEEDING IN WIC

The Eastern Band of Cherokee Indians WIC breastfeeding initiation rates increased by **7 percent** between 1998 and 2022.



Among WIC infants who initiated breastfeeding in the Eastern Band of Cherokee Indians in 2022, **33 percent** continued breastfeeding at 6 months.

THE EASTERN BAND OF CHEROKEE INDIANS WIC PARTICIPANT CHARACTERISTICS

\$15,766

AVERAGE FAMILY
INCOME

\$54.67

AVERAGE
MONTHLY FOOD
COST IN 2024

89%

RECEIVED
MEDICAID

HOW WIC SUPPORTED THE EASTERN BAND OF CHEROKEE ECONOMY IN FY 2024

\$290,979

TO SPEND AT FOOD
RETAILERS

\$44,724

FORMULA REBATES
RECEIVED

\$389,326

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).