

# HOW WIC HELPS THE PLEASANT POINT PASSAMAQUODDY RESERVATION



## 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 PLEASANT POINT PASSAMAQUODDY RESERVATION?

**40**

WIC  
PARTICIPANTS

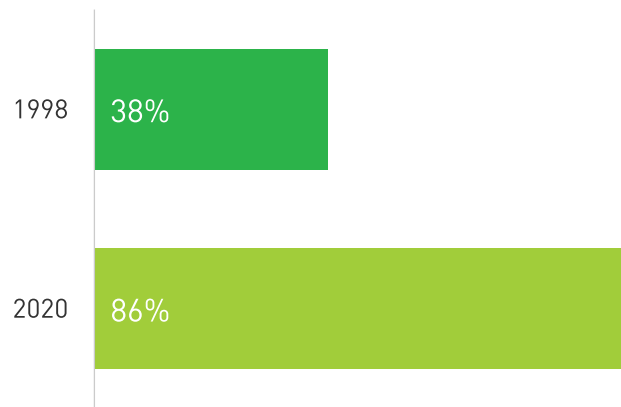
Women..... 9

Infants..... 9

Children..... 21

## BREASTFEEDING IN WIC

The Pleasant Point Passamaquoddy Reservation WIC breastfeeding initiation rates increased by **126 percent** between 1998 and 2020.



Among WIC infants who initiated breastfeeding in the Pleasant Point Passamaquoddy Reservation in 2022, **100 percent** continued breastfeeding at 6 months.

## THE PLEASANT POINT PASSAMAQUODDY RESERVATION WIC PARTICIPANT CHARACTERISTICS

**\$21,925**

AVERAGE FAMILY  
INCOME

**\$99.16**

AVERAGE  
MONTHLY FOOD  
COST IN 2024

**85%**

RECEIVED  
MEDICAID

## HOW WIC SUPPORTED THE PLEASANT POINT PASSAMAQUODDY ECONOMY IN FY 2024

**\$47,795**

TO SPEND AT FOOD  
RETAILERS

**\$67,278**

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](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](https://www.cdc.gov/nchs/pressroom/stats_of_the_states.htm)).