

# HOW WIC HELPS

# THE ROSEBUD SIOUX TRIBE



## 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 ROSEBUD SIOUX TRIBE?

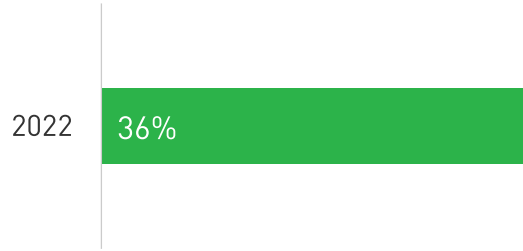
# 777

WIC PARTICIPANTS

Pregnant women.....	58
Breastfeeding women.....	51
Postpartum women.....	42
Infants.....	178
Children.....	447

## BREASTFEEDING IN WIC

In 2022, **36 percent** of 6- to 13-month-old infants and children in Rosebud Sioux (SD) initiated breastfeeding.



Among WIC infants who initiated breastfeeding in the Rosebud Sioux Tribe in 2022, **12 percent** continued breastfeeding at 6 months.



**Online Shopping:** The South Dakota and Rosebud Sioux Tribe WIC Programs, along with their partners at Custom Data Processing (CDP), Retail Solutions of America (RSA), Mountain Plains Evaluation, and Maximus, will implement WIC online shopping in a regional grocery store chain, Buche Foods. This project focuses on providing online shopping to WIC participants living in rural and remote areas by launching to allow for pick up at Buche Foods stores which are located on the Oglala Lakota Indian Reservation and on the Rosebud Sioux Indian Reservation.

## THE ROSEBUD SIOUX TRIBE WIC PARTICIPANT CHARACTERISTICS

<b>\$8,717</b>	<b>\$60.54</b>	<b>66%</b>
AVERAGE FAMILY INCOME	AVERAGE MONTHLY FOOD COST IN 2024	RECEIVED MEDICAID

## HOW WIC SUPPORTED THE ROSEBUD SIOUX TRIBE ECONOMY IN FY 2024

<b>\$564,519</b>	<b>\$120,081</b>	<b>\$917,944</b>
TO SPEND AT FOOD RETAILERS	FORMULA REBATES RECEIVED	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)). Online shopping from Center for Nutrition and Health Impact (<https://www.wicshopplus.org/projects>)