

HOW WIC HELPS

ZUNI PUEBLO



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 ZUNI PUEBLO?

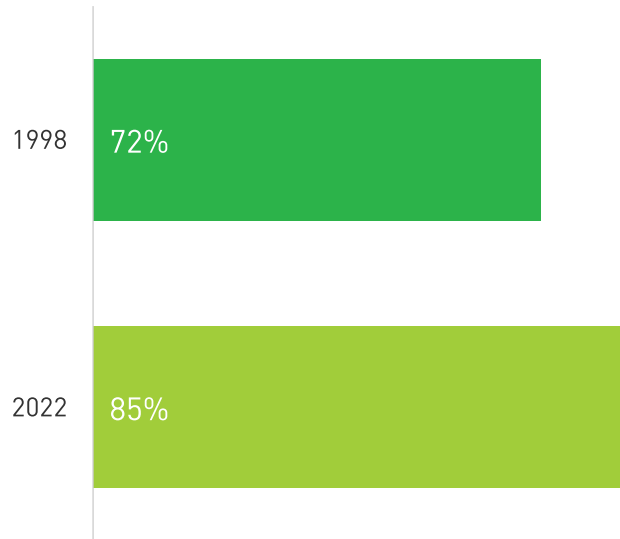
437

WIC PARTICIPANTS

Pregnant women.....	31
Breastfeeding women.....	58
Postpartum women.....	11
Infants.....	89
Children.....	248

BREASTFEEDING IN WIC

Zuni Pueblo WIC breastfeeding initiation rates increased by **18 percent** between 1998 and 2022.



ZUNI PUEBLO WIC PARTICIPANT CHARACTERISTICS

\$17,324

AVERAGE FAMILY INCOME

\$66.41

AVERAGE MONTHLY FOOD COST IN 2024

87%

RECEIVED MEDICAID

HOW WIC SUPPORTED THE ZUNI PUEBLO ECONOMY IN FY 2024

\$348,307

TO SPEND AT FOOD RETAILERS

\$25,702

FORMULA REBATES RECEIVED

\$536,821

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_c1). Infant mortality and preterm birth rate from CDC (https://www.cdc.gov/nchs/pressroom/stats_of_the_states.htm).