

# HOW WIC HELPS

## THE CHEROKEE NATION OF OKLAHOMA



State WIC Director

Sonya Wynn  
886 Markoma Cir, PO Box 948  
Tahlequah, OK 74465

800.256.0671  
sonya-wynn@cherokee.org

### 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.



41%

OF INFANTS BORN IN THE UNITED STATES PARTICIPATE IN WIC



56%

OF ELIGIBLE INDIVIDUALS IN THE UNITED STATES PARTICIPATE IN WIC

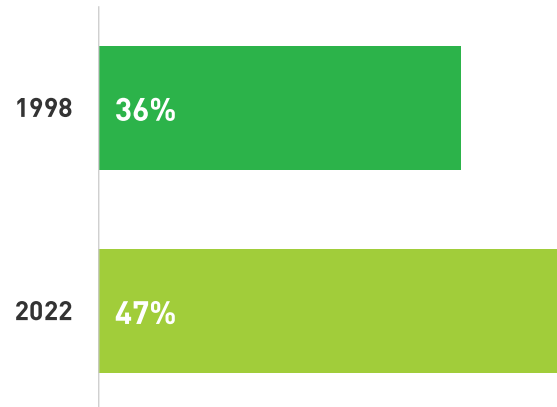
### WHO PARTICIPATES IN WIC IN THE CHEROKEE NATION OF OKLAHOMA?

5,982 WIC PARTICIPANTS

Pregnant women.....	582
Breastfeeding women.....	364
Postpartum women.....	379
Infants.....	1,485
Children.....	3,172

### BREASTFEEDING IN WIC

The Cherokee Nation of Oklahoma WIC breastfeeding initiation rates increased by **29 percent** between 1998 and 2022.



Among WIC infants who initiated breastfeeding in the Cherokee Nation of Oklahoma in 2022, **5 percent** continued breastfeeding at 6 months.

### THE CHEROKEE NATION OF OKLAHOMA WIC PARTICIPANT CHARACTERISTICS

\$29,308

AVERAGE FAMILY INCOME

\$53

AVERAGE MONTHLY FOOD COST IN FY 2025

89%

RECEIVED MEDICAID

### HOW WIC SUPPORTED THE CHEROKEE NATION ECONOMY IN FY 2025

\$5.5M

WIC FOOD AND FORMULA BENEFITS

\$4.1M

NUTRITION, BREASTFEEDING SERVICES, AND PROGRAM OPERATIONS

Sources: WIC eligible individuals participating from USDA WIC Eligibility Estimates report for 2023 (<https://www.fns.usda.gov/research/wic/eer-2023>). WIC participants and economic impact from USDA WIC Data Tables for fiscal year (FY) 2025 (<https://www.fns.usda.gov/pd/wic-program>) as of January 20, 2026. 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>).