

HOW WIC HELPS

THE CITIZEN POTAWATOMI NATION



State WIC Director

Shelley Schneider
1601 S Gordon Cooper Drive
Shawnee, OK 74801

405.273.3216
sschneider@potawatomi.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 CITIZEN POTAWATOMI NATION?

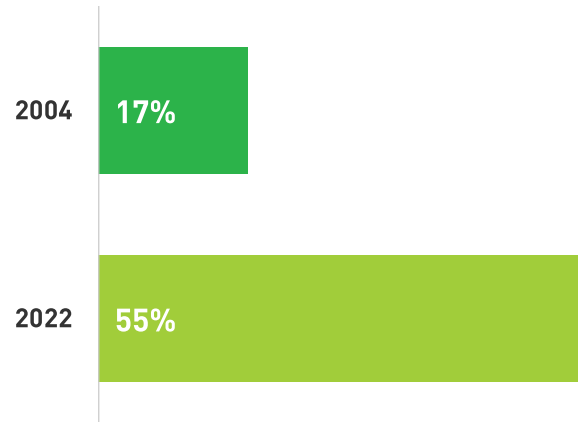
1,264

 WIC PARTICIPANTS

Pregnant women.....	108
Breastfeeding women.....	95
Postpartum women.....	70
Infants.....	276
Children.....	715

BREASTFEEDING IN WIC

The Citizen Potawatomi Nation WIC breastfeeding initiation rates increased by **226 percent** between 2004 and 2022.



Among WIC infants who initiated breastfeeding in the Citizen Potawatomi Nation in 2022, **21 percent** continued breastfeeding at 6 months.

THE CITIZEN POTAWATOMI NATION WIC PARTICIPANT CHARACTERISTICS

\$33,671

AVERAGE FAMILY INCOME

\$60

AVERAGE MONTHLY FOOD COST IN FY 2025

95%

RECEIVED MEDICAID

HOW WIC SUPPORTED THE CITIZEN POTAWATOMI NATION ECONOMY IN FY 2025

\$1.1M

WIC FOOD AND FORMULA BENEFITS

\$3.1M

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>).