

HOW WIC HELPS

EIGHT NORTHERN PUEBLOS



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.



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 EIGHT NORTHERN PUEBLOS?

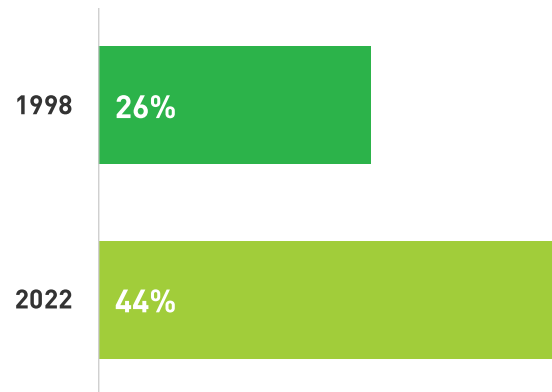
293

 WIC PARTICIPANTS

Pregnant women.....	16
Breastfeeding women.....	27
Postpartum women.....	14
Infants.....	70
Children.....	166

BREASTFEEDING IN WIC

Eight Northern Pueblos WIC breastfeeding initiation rates increased by **69 percent** between 1998 and 2022.



Among WIC infants who initiated breastfeeding in Eight Northern Pueblos in 2022, **18 percent** continued breastfeeding at 6 months.

EIGHT NORTHERN PUEBLOS WIC PARTICIPANT CHARACTERISTICS

\$26,719

AVERAGE FAMILY INCOME

\$73

AVERAGE MONTHLY FOOD COST IN FY 2025

88%

RECEIVED MEDICAID

HOW WIC SUPPORTED THE EIGHT NORTHERN PUEBLOS ECONOMY IN FY 2025

\$255,009

WIC FOOD AND FORMULA BENEFITS

\$397,337

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>).