

HOW WIC HELPS

THE INTER-TRIBAL COUNCIL OF NEVADA



State WIC Director

Blanca Plascencia-Reyna
910 Roberta Lane
Sparks, NV 89431

775.398.4960
breyna@itcn.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

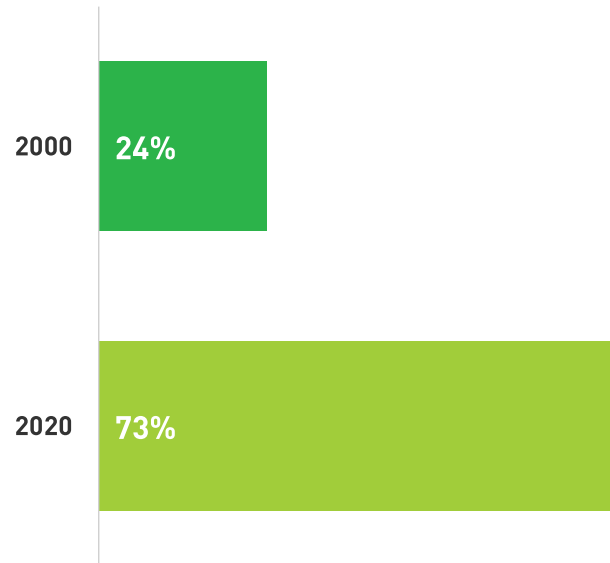
WHO PARTICIPATES IN WIC IN THE INTER-TRIBAL COUNCIL OF NEVADA?

451 WIC PARTICIPANTS

Pregnant women.....	33
Breastfeeding women.....	40
Postpartum women.....	27
Infants.....	100
Children.....	251

BREASTFEEDING IN WIC

The Inter-Tribal Council of Nevada WIC breastfeeding initiation rates increased by **205 percent** between 2000 and 2020.



THE INTER-TRIBAL COUNCIL OF NEVADA WIC PARTICIPANT CHARACTERISTICS

\$18,455

AVERAGE FAMILY INCOME

\$49

AVERAGE MONTHLY FOOD COST IN FY 2025

HOW WIC SUPPORTED THE INTER-TRIBAL COUNCIL OF NEVADA ECONOMY IN FY 2025

\$330,958

WIC FOOD AND FORMULA BENEFITS

\$873,197

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>).