

HOW WIC HELPS THE PLEASANT POINT PASSAMAQUODDY RESERVATION



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

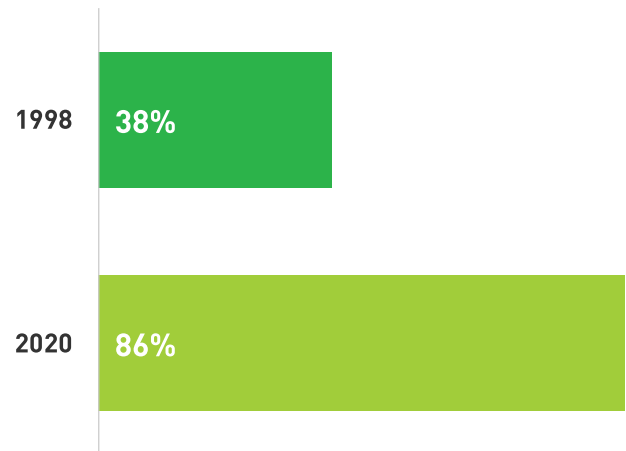
WHO PARTICIPATES IN WIC IN THE PLEASANT POINT PASSAMAQUODDY RESERVATION?

38 WIC
PARTICIPANTS

Women.....	8
Infants.....	7
Children.....	23

BREASTFEEDING IN WIC

The Pleasant Point Passamaquoddy Reservation WIC breastfeeding initiation rates increased by **126 percent** between 1998 and 2020.



Among WIC infants who initiated breastfeeding in the Pleasant Point Passamaquoddy Reservation in 2022, **100 percent** continued breastfeeding at 6 months.

THE PLEASANT POINT PASSAMAQUODDY RESERVATION WIC PARTICIPANT CHARACTERISTICS

\$21,925

AVERAGE FAMILY
INCOME

\$88

AVERAGE
MONTHLY FOOD
COST IN FY 2025

85%

RECEIVED
MEDICAID

HOW WIC SUPPORTED THE PLEASANT POINT PASSAMAQUODDY ECONOMY IN FY 2025

\$40,426

WIC FOOD AND
FORMULA BENEFITS

\$68,305

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>).