

# HOW WIC HELPS

# ZUNI PUEBLO



## 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 ZUNI PUEBLO?

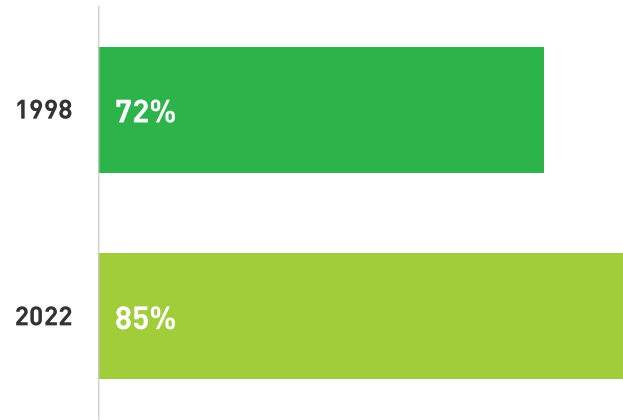
# 464

WIC PARTICIPANTS

Pregnant women.....	33
Breastfeeding women.....	55
Postpartum women.....	13
Infants.....	84
Children.....	279

## BREASTFEEDING IN WIC

Zuni Pueblo WIC breastfeeding initiation rates increased by **18 percent** between 1998 and 2022.



Among WIC infants who initiated breastfeeding in Zuni Pueblo in 2022, **52 percent** continued breastfeeding at 6 months.

## ZUNI PUEBLO WIC PARTICIPANT CHARACTERISTICS

# \$17,324

AVERAGE FAMILY INCOME

# \$64

AVERAGE MONTHLY FOOD COST IN FY 2025

# 87%

RECEIVED MEDICAID

## HOW WIC SUPPORTED THE ZUNI PUEBLO ECONOMY IN FY 2025

# \$379,459

WIC FOOD AND FORMULA BENEFITS

# \$690,670

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>). Infant mortality and preterm birth rate from CDC ([https://www.cdc.gov/nchs/pressroom/stats\\_of\\_the\\_states.htm](https://www.cdc.gov/nchs/pressroom/stats_of_the_states.htm)).