

# HOW WIC HELPS

# THE CITIZEN POTAWATOMI NATION




### 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.



40%

OF INFANTS BORN IN THE UNITED STATES PARTICIPATE IN WIC



51%

OF ELIGIBLE INDIVIDUALS IN THE UNITED STATES PARTICIPATE IN WIC

## WHO PARTICIPATES IN WIC IN THE CITIZEN POTAWATOMI NATION?

1,402

### WIC PARTICIPANTS

Pregnant women.....	109
Breastfeeding women.....	95
Postpartum women.....	82
Infants.....	301
Children.....	815

### 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.

### CHILDHOOD OBESITY IN WIC IN THE CITIZEN POTAWATOMI NATION

Childhood obesity rate, WIC toddlers, 2020..... **15%**



**Fruit and Vegetable Benefit:** Congress enhanced WIC’s fruit and vegetable benefit to align with scientific recommendations. Current monthly benefit amounts are \$26 for children, \$47 for pregnant and postpartum participants, and \$52 for breastfeeding participants. In FY 2023, WIC provided an estimated **\$401,208** in fruit and vegetable benefits to **1,101** participants in the Citizen Potawatomi Nation.

## THE CITIZEN POTAWATOMI NATION WIC PARTICIPANT CHARACTERISTICS

\$33,671

AVERAGE FAMILY INCOME

95%

RECEIVED MEDICAID

\$41.97

AVERAGE MONTHLY FOOD COST IN FY 2023

## HOW WIC SUPPORTED THE CITIZEN POTAWATOMI ECONOMY IN FY 2023

\$705,720

TO SPEND AT FOOD RETAILERS

\$329,976

FORMULA REBATES RECEIVED

\$2.9M

NUTRITION, BREASTFEEDING SERVICES & ADMIN

Sources: WIC eligible individuals participating from USDA WIC Eligibility Estimates report for 2021 (<https://www.fns.usda.gov/wic/eligibility-and-program-reach-estimates-2021>). WIC participants and economic impact from USDA WIC Data Tables for fiscal year (FY) 2023 (<https://www.fns.usda.gov/pd/wic-program>) as of June 20, 2024. 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>). WIC fruit and vegetable benefit calculated as the sum of FY 2023 issuance rates multiplied by average participation rates for each participant category from USDA WIC Data Tables. Maternal mortality from America’s Health Rankings ([https://www.americashealthrankings.org/explore/measures/maternal\\_mortality\\_c](https://www.americashealthrankings.org/explore/measures/maternal_mortality_c)). 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)). Obesity outcomes from CDC (<https://www.cdc.gov/obesity/data/obesity-among-WIC-enrolled-young-children>).