

HOW WIC HELPS THE EASTERN BAND OF CHEROKEE INDIANS



State WIC Director

Kimberly Lambert
PO Box 666
Cherokee, NC 28719

828.497.7297
kimblamb@nc-choerokee.com

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 EASTERN BAND OF CHEROKEE INDIANS?

491

WIC PARTICIPANTS

Pregnant women.....	40
Breastfeeding women.....	48
Postpartum women.....	14
Infants.....	92
Children.....	297

CHILDHOOD OBESITY IN WIC IN THE EASTERN BAND OF CHEROKEE INDIANS

19%

Childhood obesity rate among WIC toddlers in the Eastern Band of Cherokee Indians in 2020



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 **\$145,750** in fruit and vegetable benefits to **399** participants in the Eastern Band of Cherokee Indians.

THE EASTERN BAND OF CHEROKEE INDIANS WIC PARTICIPANT CHARACTERISTICS

\$11,164

AVERAGE FAMILY
INCOME

95%

RECEIVED
MEDICAID

\$47.91

AVERAGE
MONTHLY FOOD
COST IN FY 2023

HOW WIC SUPPORTED THE EASTERN BAND OF CHEROKEE ECONOMY IN FY 2023

\$282,157

TO SPEND AT
FOOD RETAILERS

\$74,438

FORMULA
REBATES
RECEIVED

\$375,602

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 January 30, 2024. Participant characteristics for 2020 and WIC breastfeeding and rates for years displayed from USDA WIC Participant and Program Characteristics reports (<https://www.fns.usda.gov/wic/participant-program-characteristics-2020>). 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). Infant mortality and preterm birth rate from CDC (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>).