

HOW WIC HELPS THE PLEASANT POINT PASSAMAQUODDY RESERVATION



State WIC Director

Samara McLaughlin
11 Back Road
Perry, ME 04667

207.853.0644
samara.mclaughlin@ihs.gov

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

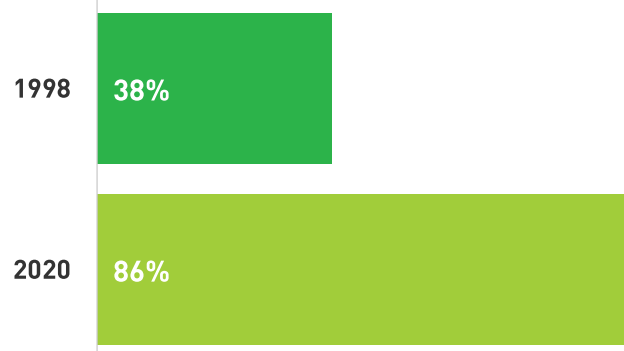
WHO PARTICIPATES IN WIC IN THE PLEASANT POINT PASSAMAQUODDY RESERVATION?

38
WIC PARTICIPANTS

Women.....	11
Infants.....	7
Children.....	20

BREASTFEEDING IN WIC

The Pleasant Point Passamaquoddy Reservation WIC breastfeeding initiation rates increased by **126 percent** between 1998 and 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 **\$12,018** in fruit and vegetable benefits to **31** participants in the Pleasant Point Passamaquoddy Reservation.

THE PLEASANT POINT PASSAMAQUODDY RESERVATION WIC PARTICIPANT CHARACTERISTICS

\$15,553

AVERAGE FAMILY INCOME

86%

RECEIVED MEDICAID

\$70.27

AVERAGE MONTHLY FOOD COST IN FY 2023

HOW WIC SUPPORTED THE PLEASANT POINT PASSAMAQUODDY ECONOMY IN FY 2023

\$32,326

TO SPEND AT FOOD RETAILERS

\$51,445

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>).