

# 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.



# 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 ZUNI PUEBLO?

# 419

### WIC PARTICIPANTS

Pregnant women.....	35
Breastfeeding women.....	50
Postpartum women.....	14
Infants.....	86
Children.....	234

## BREASTFEEDING IN WIC

Zuni Pueblo WIC breastfeeding initiation rates increased by **26 percent** between 1998 and 2020.



Among WIC infants who initiated breastfeeding in Zuni Pueblo in 2020, **55 percent** continued breastfeeding at 6 months.

## CHILDHOOD OBESITY IN WIC IN ZUNI PUEBLO

Childhood obesity rate, WIC toddlers, 2020..... **22%**



**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 **\$124,888** in fruit and vegetable benefits to **332** participants in Zuni Pueblo.

## ZUNI PUEBLO WIC PARTICIPANT CHARACTERISTICS

# \$16,840

AVERAGE FAMILY INCOME

# 80%

RECEIVED MEDICAID

# \$65.88

AVERAGE MONTHLY FOOD COST IN FY 2023

## HOW WIC SUPPORTED THE ZUNI PUEBLO ECONOMY IN FY 2023

# \$330,841

TO SPEND AT FOOD RETAILERS

# \$22,266

FORMULA REBATES RECEIVED

# \$572,002

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](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>).