A woman with long brown hair, wearing a blue cardigan and jeans, sits on concrete steps. She is holding a baby in a striped shirt. A young girl in a purple hoodie is perched on a metal railing behind her, sticking her tongue out. The background shows a large tree and a multi-story building. A large red graphic element is on the right side of the image.

HEALTHY FAMILY



OREGON WIC PROGRAM: GROWING HEALTHY FUTURES

Sue Woodbury, RDN, MBA

Nutrition & Health Screening (WIC)
Program Manager

January 30th, 2019

It is administered by the Nutrition and Health Screening Section under the Oregon Health Authority, Public Health Division, Center for Prevention and Health Promotion

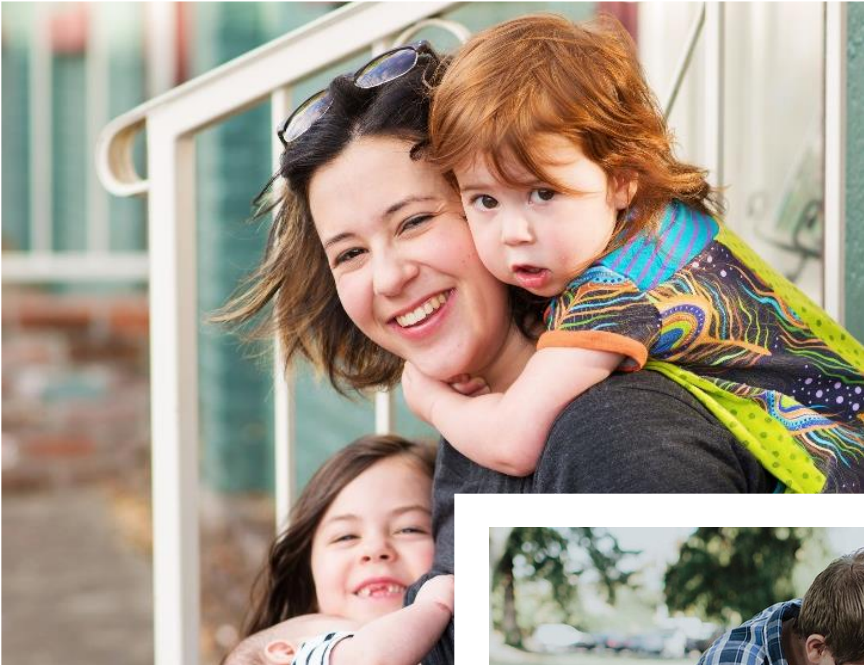
OREGON WIC PROGRAM



2018

WIC served:

- 36,630 women
- 95,282 infants and children
- 131,912 total





OUR VISION IN WIC

Every Oregon family
achieves optimal nutrition
and lifelong health



WIC VALUES EVERY CHILD

Every Oregon family
achieves optimal nutrition
and lifelong health

What is WIC?



- WIC is designed to influence lifetime nutrition and health behaviors in a targeted, high-risk population
- WIC provides guidance and assistance from conception to kindergarten
- WIC avoids extra medical costs, and can change the trajectory of a life

What are WIC's main services?



Nutrition-Focused
Counseling



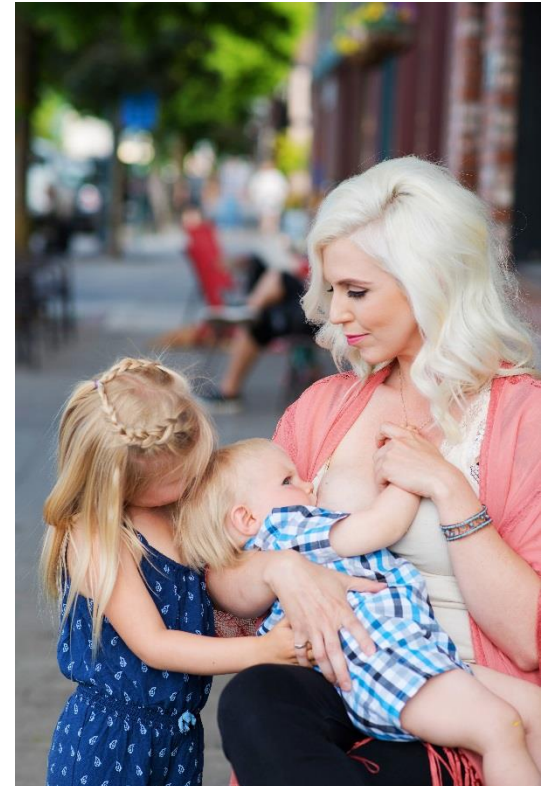
Breastfeeding Support



Healthy Foods



Community Referrals



Resources

❖ healthoregon.org/wic

❖ Oregon WIC Facebook 

❖ Sue Woodbury, RDN, MBA

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WIC WORKS