



wic OREGON
GROWING HEALTHY FUTURES

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OVERVIEW

How WIC started

The Special Supplemental Nutrition Program for Women, Infants, and Children

- Authorized under Child Nutrition Act
- Administered by USDA, Food & Nutrition Services
- Managed by Public Health Division, Oregon Health Authority





OUR VISION

Ensure optimal nutrition and lifelong health for every Oregon family.

What does WIC do?

4 main services:



Nutrition-Focused
Counseling



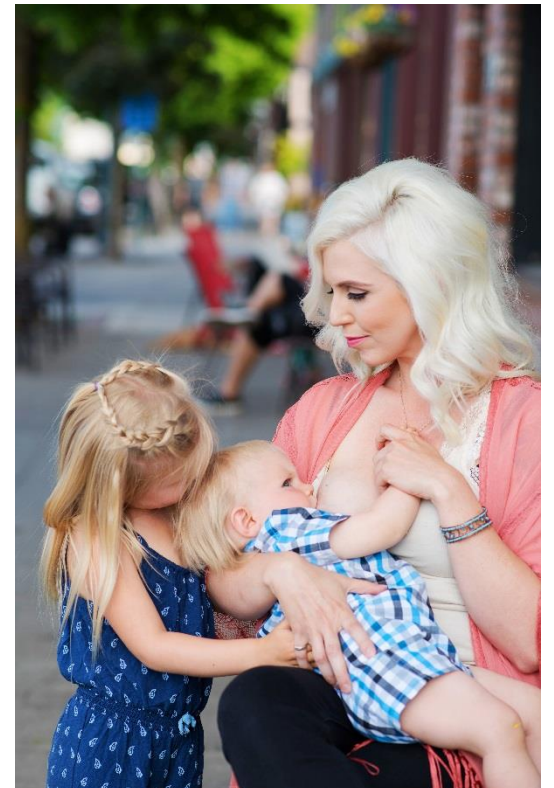
Breastfeeding Support



Healthy Foods



Community Referrals



WIC counselors...

- Offer personalized nutrition consultation with routine follow ups
- Provide breastfeeding support and encouragement
- Connect participants to care beyond WIC, if needed
- Get participants set up with a card to buy WIC foods



Families are eligible for WIC if:

- ✓ **Live in Oregon**
- ✓ **Fit into one of the categories**
pregnant, postpartum up to 1 year if breastfeeding, an infant, or a child under 5 years old
- ✓ **Have a household income less than or equal to the income guidelines**



Who does WIC serve?





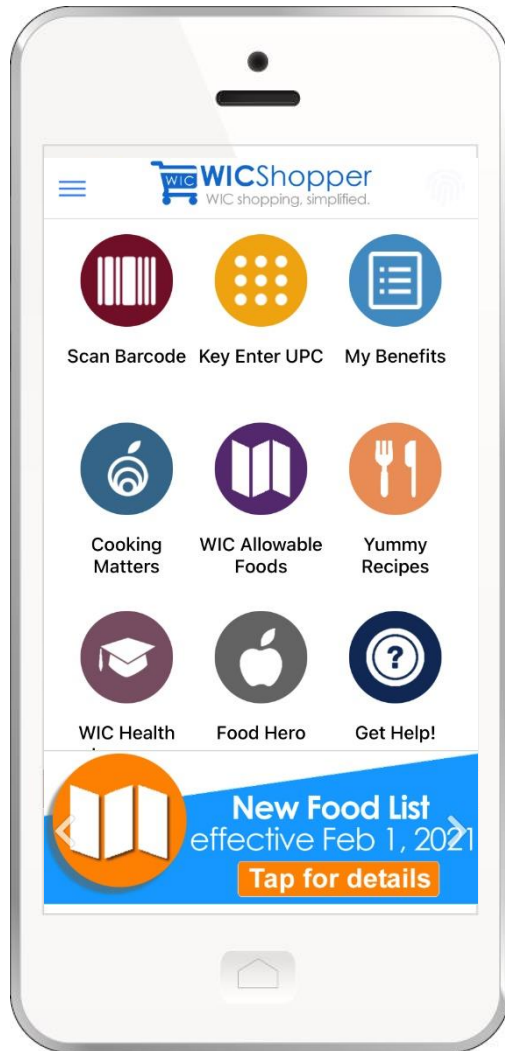
WIC WELCOMES ALL.



Citizenship
is NOT
required to
receive WIC
services

Participation in WIC
will not impact a
participant's ability to
receive other services
or to attain citizenship.

WIC food shopping



- 508 stores/vendors accept eWIC benefits across the state
- \$51 million spent at WIC-authorized grocery stores, pharmacies, farm stands and farmer's markets last year
- WIC Shopper App simplifies shopping!



WIC Foods include:



Farm Direct Nutrition Program

Breastfeeding Peer Counseling Program



WIC participants also receive benefits from other assistance programs:

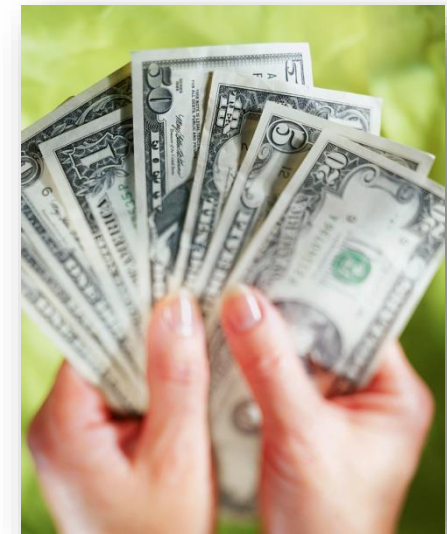
87% receive OHP



61% receive SNAP



11% receive TANF





2022
DATA

WHO WE SERVED



110,967

Women, infants and children
who participated in WIC

28%

of all pregnant women
served by WIC

65,179

WIC families served



70%

are working families

3 OUT OF 4



participants are infants and children under five

BREASTFEEDING

94%

WIC moms start out
breastfeeding

32%

WIC moms breastfeed
exclusively for six months



2022

DATA

ECONOMIC BENEFITS OF WIC

508 LOCAL STORES ACCEPTING WIC:

- 169 Independent stores
- 135 Local or regional chains
- 132 National chain stores
- 72 Pharmacies

\$51.4 MILLION

Total dollars spent by
WIC participants
at local stores

HEALTHY FOOD ACCESS

To be a WIC store, it must carry:

- At least 8 kinds of fresh fruits and vegetables
- Whole grain products
- Lowfat milk
- Lowfat yogurt
- Canned/dried beans



WIC FARM DIRECT NUTRITION PROGRAM

The Farm Direct Nutrition Program (FDNP) provides families with an additional source of nutritious food and education on selecting and preparing fresh produce.

**714
PARTICIPATING
FARMERS**

at local farmers markets
and farm stands

\$668,420

FDNP dollars paid
to local farmers



Please visit our legislative page for more information:

<https://www.oregon.gov/oha/PH/HEALTHYPEOPLEFAMILIES/WIC/Pages/Legislative.aspx>



THANK YOU!

Any questions?