



Coos County

2007 WIC Facts

DHS Public Health Division, Special Supplemental Nutrition Program for Women, Infants & Children

Pregnant women served by WIC

County 55%
 Statewide 40%

Women, infants and children served

Total: 3,008

Infants and children under 5 2,083
 Pregnant, breastfeeding and postpartum women 925

WIC moms who start out breastfeeding

87.2%

WIC and the Farm Direct Nutrition Program benefit your local economy

Dollars to grocery stores \$1.3 million
 Dollars to farmers.....\$5,980

WIC families in your county

Number of families served 1,214
Working families 64.5%
 WIC households with at least one working family member
Families living in poverty..... 63.3%
 Families of WIC clients with income at or below the federal poverty level (\$1,431 per month for a family of 3)

WIC services in your county

- Individual assessment of growth
- Education and counseling on nutrition and physical activity
- Breastfeeding education and support
- Nutritious foods purchased with WIC vouchers
- Immunization screening and referral
- Referral to other preventive health services

National initiative to strengthen WIC services

The Oregon WIC program is launching a new, participant-centered counseling approach called ***Oregon WIC Listens*** that puts WIC families in the driver's seat as they initiate behavior change.

Oregon WIC Listens emphasizes:

- Empowering WIC participants to build on their existing skills and knowledge as they develop healthy habits.
- Understanding each family's unique strengths and concerns.
- Providing individualized education based on needs identified by the participant.



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WIC agencies & sites

Coos County Health
Department WIC Program

Clinic sites

Bandon
Coquille
Coquille Tribe
Lakeside
North Bend
Powers

WIC authorized grocery stores

| | |
|---------------------------|----------------------|
| Albertsons | Price 'n Pride |
| Fred Meyer | Ray's |
| Lighthouse Grocery & Deli | Rite Aid |
| McKay's Market | Safeway |
| Powers Market | Wal-Mart Supercenter |

WIC authorized farmers' markets & farm stands

| | |
|-------------------------------------|---------------------|
| Bog Demo Community Garden | Hatcher Creek Ranch |
| Bandon Little Farmers Market | John Shank Farm |
| Coquille Farmers Market | John's Farm |
| Dick's Produce | Misty Meadows |
| Downtown Coos Bay Farmers Market | |

Contact Oregon WIC

Telephone: 971-673-0040
TTY: 1-800-735-2900
Web: www.oregon.gov/dhs/ph/wic

For persons with disabilities, this document is available in alternate formats. Please call 971-673-0040.

WIC is an equal opportunity program and employer.