



Douglas County

2007 WIC Facts

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

Pregnant women served by WIC

County 51%
 Statewide 40%

Women, infants and children served

Total: 5,446

Infants and children under 5 3,803
 Pregnant, breastfeeding and postpartum women 1,643

WIC moms who start out breastfeeding

85.6%

WIC and the Farm Direct Nutrition Program benefit your local economy

Dollars to grocery stores \$2.6 million
 Dollars to farmers..... \$14,110

WIC families in your county

Number of families served 2,135
Working families 65.3%
 WIC households with at least one working family member
Families living in poverty..... 64.1%
 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

Douglas County Health
Department WIC Program

Clinic sites

Canyonville
Drain
Glendale
Myrtle Creek
Reedsport
Roseburg
Sutherlin

WIC authorized grocery stores

Albertsons	Ray's Food Place
Bob's Market	Ray's Priceless Foods
Fred Meyer	Rite Aid
Glenway Superstore	Safeway
Hometown Foods	Sherm's Thunderbird Market
Idleld Trading Post	South County Market
LaGrander's Market	Southgate Market & Deli
Price 'n Pride	Yoncalla Food Center

WIC authorized farmers' markets & farm stands

Glengarry Fruitlands	Norm Lehne Gardens & Orchards
James Orchard	Peerless Produce, LLC
Jones Farms	Sugartree Farms
Kruse's Farm Market	The Berry Patch
Mary's Garden	Umpqua Valley 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.