



Hood River County

2007 WIC Facts

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

Pregnant women served by WIC

County 56%
Statewide 40%

Women, infants and children served

Total: 1,518

Infants and children under 5 1,048
Pregnant, breastfeeding and postpartum women 470

WIC moms who start out breastfeeding

96.2%

WIC and the Farm Direct Nutrition Program benefit your local economy

Dollars to grocery stores \$738,030
Dollars to farmers.....\$3,990

WIC families in your county

Number of families served 668
Working families 85.2%
WIC households with at least one working family member
Families living in poverty 52.4%
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.

Oregon WIC...

Improving the lifelong health and nutrition of Oregon families



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WIC agencies & sites

Hood River County Health
Department WIC Program

Clinic sites

Cascade Locks
Hood River
Parkdale

WIC authorized grocery stores

Columbia Market	Rite Aid
Jim's Market	Rosauers Food & Drug Center
McIsaacs Store	Safeway
Mid-Valley Store	

WIC authorized farmers' markets & farm stands

Alice's Orchard and Fruitstand	Kinsey Orchard
Cascade Locks Farmers' & Artists' Market	Kiyokawa Family Orchards
Cody Orchard Fruit Stand	Mt. View Orchards Fruitstand
Gorge Grown Food Network's Farmers' Market	Packer Orchards
Hood River Saturday Market	Rasmussen Farms
	Smiley's Red Barn

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.