



Jackson County

2007 WIC Facts

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

Pregnant women served by WIC

County 49%
Statewide 40%

Women, infants and children served

Total: 9,279

Infants and children under 5 6,324
Pregnant, breastfeeding and postpartum women 2,955

WIC moms who start out breastfeeding

92.6%

WIC and the Farm Direct Nutrition Program benefit your local economy

Dollars to grocery stores \$3.8 million
Dollars to farmers \$21,470

WIC families in your county

Number of families served 3,852
Working families 72.2%
WIC households with at least one working family member
Families living in poverty 66.3%
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.

Oregon WIC...

Improving the lifelong health and nutrition of Oregon families



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WIC agencies & sites

Jackson County Health
Department WIC Program

Clinic sites

Ashland

Medford

Rogue River

WIC authorized grocery stores

Albertsons

Ashland Shop 'n Kart

Butte Falls General Store

Fred Meyer

Market Of Choice

Rainey's Corner Market

Ray's Food Place

Ray's Priceless Foods

Rite Aid

Ruch Country Store

Safeway

Shady Cove Market

Sherm's Food 4 Less

Sherm's Thunderbird Market

Tarks Market

The Medicine Shoppe

The Wanigan

Wal-Mart Supercenter

WinCo

WIC authorized farmers' markets & farm stands

Ashland Rogue Valley

Growers & Crafters Market

Bigham Farms

Fox Run Farm

Happy Days Products

Medford Growers & Crafters

Market

Runnymede Farm

Savage Creek Farm

Seven Oaks Farm

White's Country Farm

Wild Bee Gardens

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.