



# Lake 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: 370

Infants and children under 5 ..... 253  
Pregnant, breastfeeding and postpartum women ..... 117

### WIC moms who start out breastfeeding

91.1%

### WIC and the Farm Direct Nutrition Program benefit your local economy

Dollars to grocery stores ..... \$161,670  
Dollars to farmers..... N/A

### WIC families in your county

Number of families served ..... 151  
Working families ..... 61.6%  
WIC households with at least one working family member  
Families living in poverty ..... 66.2%  
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

Lake County Health  
Department WIC Program

#### Clinic sites

Christmas Valley  
Lakeview

### WIC authorized grocery stores

Christmas Valley Market  
Paisley Mercantile  
Safeway  
Stewart's Marketeria  
Valley Foods

### WIC authorized farmers' markets & farm stands

In 2007 there are no WIC authorized farmers' markets in Lake County.

## Contact Oregon WIC

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