



# Lane County

## 2007 WIC Facts

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

### Pregnant women served by WIC

County ..... 42%  
Statewide ..... 40%

### Women, infants and children served

Total: 12,690

Infants and children under 5 ..... 8,647

Pregnant, breastfeeding and postpartum women ..... 4,043

### WIC moms who start out breastfeeding

91.7%

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

Dollars to grocery stores ..... \$5.1 million

Dollars to farmers ..... \$26,200

### WIC families in your county

Number of families served ..... 4,932

Working families ..... 68.3%

WIC households with at least one working family member

Families living in poverty ..... 56.0%

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

Lane County WIC Program

#### Clinic sites

Cottage Grove

Eugene

Florence

Oakridge

### WIC authorized grocery stores

Albertsons

B & R Market

Bright Oak Meats

CG Market

Community Market

Fred Meyer

Get-N-Go Grocery

Harbick's Country Store

Horton Market

Marcola Community Market

Market Of Choice

Plaza Latina Supermarket

Randy's Riverview Market

Ray's

Red Apple Market

Red Barn Natural Grocery

Rite Aid

Safeway

Save-A-Lot

Walgreens

Wal-Mart Supercenter

WinCo

### WIC authorized farmers' markets & farm stands

Bush's Fern View Farms

Coburg Hillview Farm

Eden Valley Farm

Food For Lane County Youth  
Farm

Hansen's Coast Fork Farms

Herrick Farms

Lane County Farmers' Markets

Lone Pine Farms

Maready's Acre

Me & Moore

Oak Dr Farm

Patton's Country Gardens

Peerless Produce, LLC

Ramblin Ewe Farms/ Ziniker  
Orchard

River Bend Farm

Ruby & Amber's Organic Oasis

Shady Oaks

Sweet Things by Arlene

Sweetwater Farm & Nursery

Thistledown Farm

## 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.

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