



Lincoln County

2007 WIC Facts

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

Pregnant women served by WIC

County 54%
Statewide 40%

Women, infants and children served

Total: 2,331

Infants and children under 5 1,585
Pregnant, breastfeeding and postpartum women 746

WIC moms who start out breastfeeding

87.1%

WIC and the Farm Direct Nutrition Program benefit your local economy

Dollars to grocery stores \$995,180
Dollars to farmers.....\$6,300

WIC families in your county

Number of families served 948

Working families 69.6%
WIC households with at least one working family member

Families living in poverty..... 69.8%
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

Lincoln County Health and
Human Services WIC Program

Clinic sites

Lincoln City
Newport

WIC authorized grocery stores

Clark's Market
Fred Meyer
JC Market
JC Market of Toledo
Kenny's IGA
Kenny's IGA Foodliner
Lincoln Beach Sentry
Logsden Country Store

Noel's Market
Price 'n Pride
Ray's Food Place
Rite Aid
Safeway
Walgreens
Yachats Village Market

WIC authorized farmers' markets & farm stands

Anna's Falls
Barking Dog Farms
Lincoln City Farmers' Market
Newport Saturday Farmers'
Market

Rain Forest Mushroom Co.
Seeds of Oregon – Kauffman
Farms
William Tell Orchards
Yachats 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.