



Malheur County

2007 WIC Facts

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

Pregnant women served by WIC

County 55%
 Statewide 40%

Women, infants and children served

Total: 2,540

Infants and children under 5 1,806
 Pregnant, breastfeeding and postpartum women 734

WIC moms who start out breastfeeding

80.9%

WIC and the Farm Direct Nutrition Program benefit your local economy

Dollars to grocery stores \$1.1 million
 Dollars to farmers.....\$5,930

WIC families in your county

Number of families served 1,028
 Working families 88.4%
 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.

Oregon WIC...
Improving the lifelong health and nutrition of Oregon families





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WIC agencies & sites

Malheur County Health
Department WIC Program

Clinic sites

Nyssa
Ontario
Vale

WIC authorized grocery stores

Adrian Market
Albertsons
Logan's Market
M & W Market
Red Apple Marketplace
Rite Aid
Wal-Mart Supercenter

WIC authorized farmers' markets & farm stands

Purcell's Natural Food Farm
R. Beaver's Nursery, LLC
Silver Cedar Farm

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.