



# Multnomah County

## 2007 WIC Facts

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

### Pregnant women served by WIC

County ..... 35%  
 Statewide ..... 40%

### Women, infants and children served

Total: 30,187

Infants and children under 5 ..... 20,804  
 Pregnant, breastfeeding and postpartum women ..... 9,383

### WIC moms who start out breastfeeding

86.9%

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

Dollars to grocery stores ..... \$13.5 million  
 Dollars to farmers..... \$74,560

### WIC families in your county

Number of families served ..... 12,253  
**Working families** ..... 68.3%  
 WIC households with at least one working family member  
**Families living in poverty**..... 60.1%  
 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

Multnomah County Health  
Department WIC Program

#### Clinic sites

Mid-County Clinic  
Multnomah County East  
Northeast Health Center

### WIC authorized grocery stores

Albertsons	Rite Aid
Barbur World Foods	Safeway
Cost Cutter Foods	Save-A-Lot
Food 4 Less	Su Casa Imports
Fred Meyer	Tenly's Market
Market of Choice	Tortilleria Y Tienda Deleon's
New Seasons	Walgreens
Nu-Rite Way Food Center	Wal-Mart Supercenter
QFC	WinCo

### WIC authorized farmers' markets & farm stands

Cereghino Farms	Moreland Farmers Market
Delta Farms	Morrow Brothers Produce Market
dba The Pumpkin Patch	OHSU Farmers Market
Fairview Farmers' & Artist Market	People's Farmers Market
G.M. Farms	Phelps Blueberries
Giusto Farms	Portland Farmers Markets
Gresham Farmers Market	Ron Spada U.P. Farms
Growers Outlet	Sauvie Island Farms
Hillsdale Farmers' Market	Schedeen Farms, Inc.
Hollywood Farmers' Market	Sturm's Berry Farm Inc.
Interstate Farmers Market	"The Barn" (Trapold Farm Inc.)
Kruger's Farm Market	Thompson Farms
Lents International Farmers Market	Troutdale Farmers and Artists Market
Montavilla Farmer's Market	Windance Farms

### 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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