



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

### Pregnant women served by WIC

County ..... 50%  
Statewide ..... 40%

### Women, infants and children served

Total: 14,340

Infants and children under 5 ..... 10,056  
Pregnant, breastfeeding and postpartum women ..... 4,284

### WIC moms who start out breastfeeding

91.1%

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

Dollars to grocery stores ..... \$6.3 million  
Dollars to farmers..... \$39,690

### WIC families in your community

Number of families served ..... 5,893  
Working families ..... 83.5%  
WIC households with at least one working family member  
Families living in poverty..... 52.7%  
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 community

- 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.



# Salud Medical Center

Serving Marion and Yamhill counties

## 2007 WIC Facts

### WIC agencies & sites

Salud Medical Center  
WIC Program

### Clinic sites

McMinneville  
Newberg  
Salem  
Woodburn

### WIC authorized grocery stores

Albertsons	Roth's
DaBoy's Carlton Market	Safeway
El Torito Meat Market	Sheridan Select Market
Fred Meyer	T & E's General Store
Naps Thriftway	Walgreens
Putt's Market	Willamina Thriftway
Rite Aid	WinCo

### WIC authorized farmers' markets & farm stands

Aspinwall's Produce	Monagon Blueberry Farm
Bauman Farms	Munoz Farms
Bernards Farm	Nanneman Farms
Botanical Garden Flower	Raymond Kuenzi Farm
Cannon Farm	Ray's Produce
E.Z. Orchards Farm Market	R Henry Farm
Farmer John's Produce & Nursery	Rick Johnson Farm
Figment Farm	Salem Public Market
Forster's Blueberry Hill	Salem Saturday Market
Harpoles	Wednesday Farmers' Market
Haury Farms	Salsa Garden
Holbrook Farms	Schlechter Farms, Inc.
Jones Farm Produce	Schmerber Farm & Nursery
Kraemer's Farm Fresh Market	Silverton Farmers' Market
Kristin King	Six Acre Garden
Laube Farms/ Greens Bridge Gardens	Sonnen Farm
McMinneville Farmers Market	Stuart Olson Farms, Inc.
Melcher Farms	The Berry Lady
	White's Produce

### 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.