



Tillamook County

2007 WIC Facts

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

Pregnant women served by WIC

County 48%
 Statewide 40%

Women, infants and children served

Total: 1,167

Infants and children under 5 832
 Pregnant, breastfeeding and postpartum women 335

WIC moms who start out breastfeeding

87.5%

WIC and the Farm Direct Nutrition Program benefit your local economy

Dollars to grocery stores \$519,880
 Dollars to farmers.....\$3,030

WIC families in your county

Number of families served 499
 Working families 54.7%
 WIC households with at least one working family member
 Families living in poverty..... 54.9%
 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.



Tillamook County

2007 WIC Facts

WIC agencies & sites

Tillamook County Health
Department WIC Program

Clinic sites

Cloverdale
Rockaway Beach
Tillamook County

WIC authorized grocery stores

Beaver Grocery & Deli	Manzanita Fresh Foods
Food Basket Market Place	Mohler Co-op Store
Fred Meyer	P.C. Riverside Market
Larry's Rockaway Market	Safeway

WIC authorized farmers' markets & farm stands

Don's Waterfall Farms	Tillamook Farmers Market
Red Alder Farm	Valley Fresh Produce

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.