



# Umatilla-Morrow Head Start

Serving Gilliam, Morrow, Umatilla and Wheeler counties

## 2007 WIC Facts

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

### Pregnant women served by WIC

County ..... 45%  
Statewide ..... 40%

### Women, infants and children served

Total: 6,765

Infants and children under 5 ..... 4,838  
Pregnant, breastfeeding and postpartum women ..... 1,927

### WIC moms who start out breastfeeding

84.9%

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

Dollars to grocery stores ..... \$3.1 million  
Dollars to farmers ..... \$14,810

### WIC families in your community

Number of families served ..... 2,703  
Working families ..... 82.2%  
WIC households with at least one working family member  
Families living in poverty ..... 50.6%  
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.

**Oregon WIC...**

**Improving the lifelong health and nutrition of Oregon families**





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### **WIC agencies & sites**

Umatilla-Morrow Head Start  
WIC Program

#### **Clinic sites**

Arlington  
Boardman  
Condon  
Fossil  
Heppner  
Milton-Freewater  
Pendleton

### **WIC authorized grocery stores**

Albertsons	Pilot Rock Market
Athena Grocery	Rite Aid
B & C Grocery	Safeway
Boardman Family Foods	Spray General Store
Collier's Market	Stanfield's Main Street Market
Columbia Red Apple Market	Super 1 Foods
Fossil General Mercantile	Thrifty Food Center
Heppner Family Foods	Two Boys Meat & Grocery
Irrigon Shell	Wal-Mart Supercenter
Mercado Los Gavilanes	

### **WIC authorized farmers' markets & farm stands**

Bellinger Farms	Larry Oliver
Blue Mountain Growers	M & D Farms
Bob Walchli Farms – Hermiston Melon Co.	Patrick Walchli Farm
Crafton Farms	Peach Blossom Orchard
Fred's Melons and Produce	Pendleton Farmers Market
Hermiston Farmers Market	Waliser Farms
IKO Farms	Young's Orchard & Fruit Stand

## **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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