

## GROWING HEALTHY FUTURES

Participating in WIC supports the long-term health of women, infants, children and families. WIC is proven to support longer pregnancies and positive birth outcomes<sup>1</sup>.

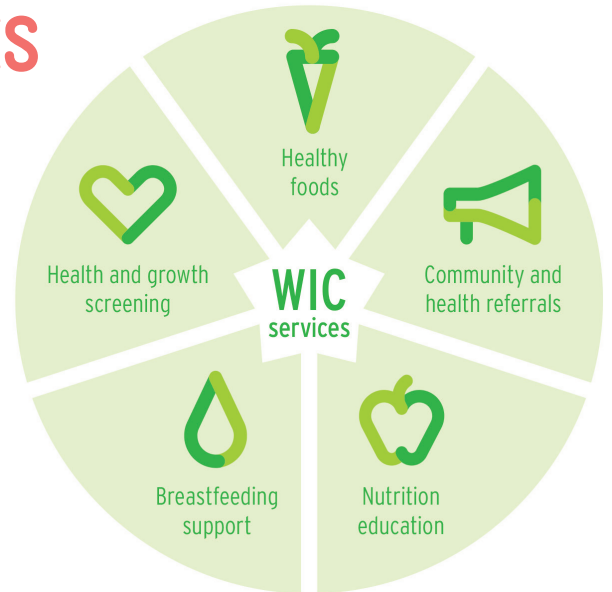
For children, the American Academy of Pediatrics identifies three foundations of healthy child development:

- **Stable, Responsive Relationships**
- **Safe, Supportive Environments**
- **Appropriate Nutrition<sup>2</sup>**

WIC is the premier public health nutrition program, and it supports all three of these developmental foundations.

<sup>1</sup> Fingar et al, *Journal of Maternal and Child Health*, 2017

<sup>2</sup> American Academy of Pediatrics, *Policy statement*, 2012



## WHO WE SERVED



# 110,967

Women, infants and children who participated in WIC

# 28%

of all pregnant women served by WIC

# 65,179

WIC families served



# 70%

are working families

# 3 OUT OF 4

participants are infants and children under five



## BREASTFEEDING

# 94%

WIC moms start out breastfeeding

# 32%

WIC moms breastfeed exclusively for six months



# 2022 DATA - OREGON WIC PROGRAM

## ECONOMIC BENEFITS OF WIC

### 508 LOCAL STORES ACCEPTING WIC:

- 169 Independent stores
- 135 Local or regional chains
- 132 National chain stores
- 72 Pharmacies

## \$51.4 MILLION

Total WIC dollars spent  
by participants at  
local stores

### ALL STORES THAT ACCEPT WIC MUST CARRY:

- At least 8 kinds of fresh fruits and vegetables
- Whole grain products
- Lowfat milk
- Lowfat yogurt
- Canned/dried beans



### WIC FARM DIRECT NUTRITION PROGRAM

The Farm Direct Nutrition Program (FDNP) provides families with an additional source of nutritious food and education on selecting and preparing fresh produce.

## 714 PARTICIPATING FARMERS

at local farmers markets  
and farm stands

## \$668,500

FDNP dollars paid  
to local farmers

### WIC CLINIC SITES

119 WIC clinics across Oregon

*For more details about these numbers, please visit:*

<https://www.oregon.gov/OHA/PH/HEALTHYPEOPLEFAMILIES/WIC/Pages/annual.aspx>

Contact the Oregon WIC Program

**971-673-0040**

[www.healthoregon.org/wic](http://www.healthoregon.org/wic)

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*Revised 2/7/2023*