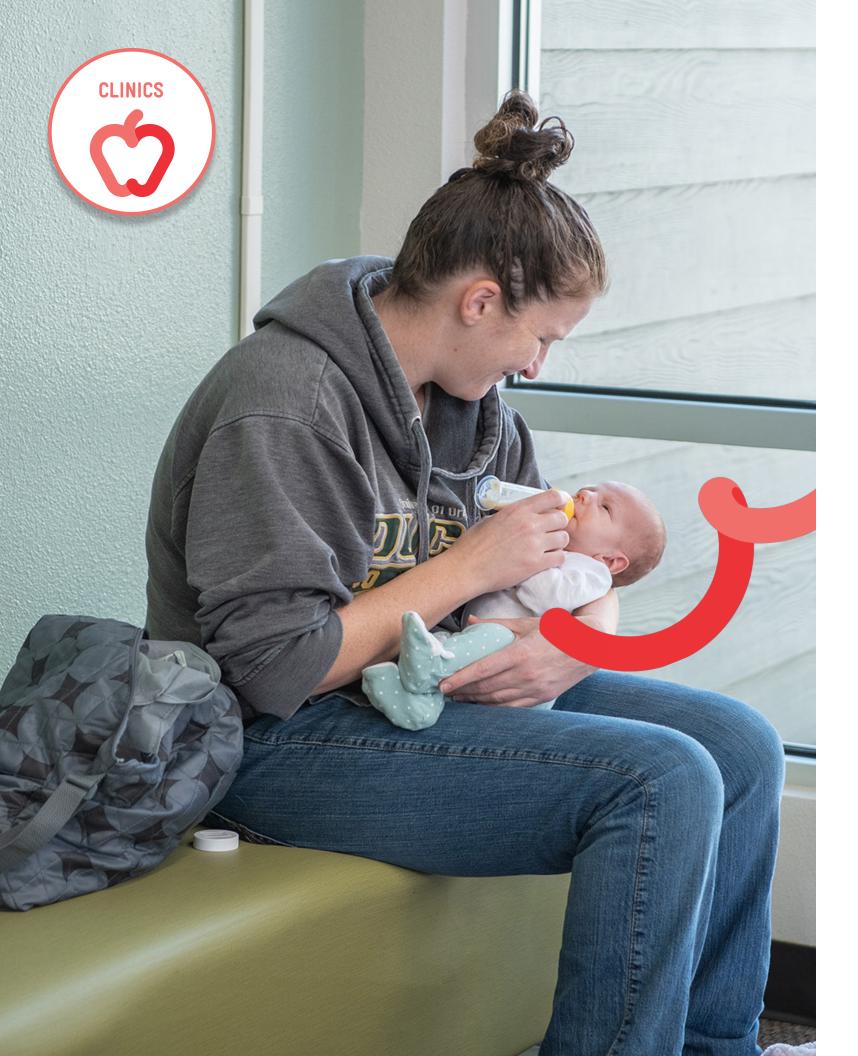




Built on the belief that children and families are our future, The Special Supplemental Nutrition Program for Women, Infants and Children (WIC) keeps families eating and learning about nutritious foods, while connecting families to resources in their communities. 2022 offered its own set of global challenges: a formula crisis, rising transportation costs and inflation. Through it all, WIC helped families navigate these challenges and provided the support needed to help Oregon's children grow their own healthy futures.

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QUICK AND INNOVATIVE RESPONSES TO NATIONAL FORMULA SHORTAGE

What started as a global supply chain issue in 2021 escalated further when Similac, a contracted formula supplier, issued a large scale market recall. With out of stock rates for infant formula jumping as high as 70%, Oregon WIC responded swiftly by increasing access and approved formula options.

Over 136 new formulas and container sizes, including store brands and European formulas, were added to Oregon WIC's approved formula list, giving families the flexibility to use their WIC benefits for available formulas. To keep families notified of newly approved options, messages were sent via text, web, and the WIC shopper app.

State and Local WIC offices also handled hundreds of phone calls, and the State WIC office hosted a hotline for families to call during evenings and weekends. WIC issued public health messages addressing the dangers of diluting or making homemade formula, as well as the benefits of breastfeeding.

For infants needing specialized medical formula that is not available in most retail stores, our medical vendor for home delivery of formula increased their inventory of WIC formulas. In addition, a new partnership with the NW Mothers Milk Bank facilitated access to donor milk for medically fragile infants born prematurely and whose families were unable to locate specialized medical formulas.











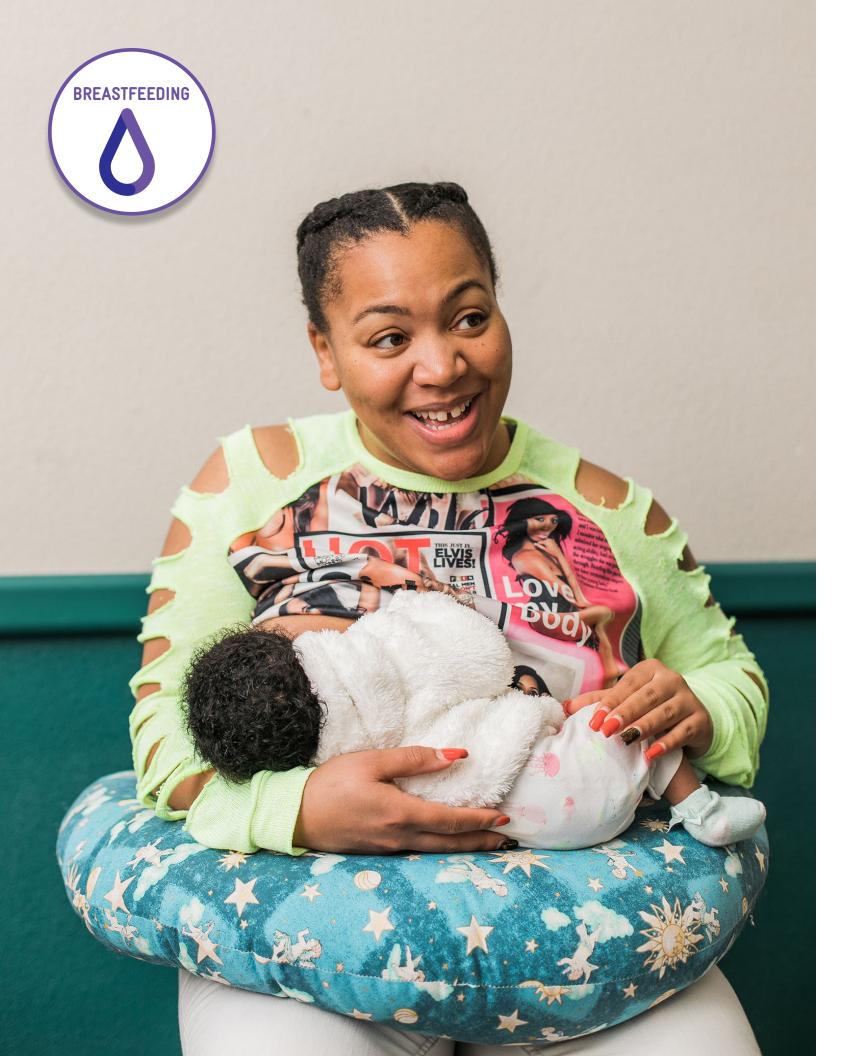


VITAL PARTNERSHIPS: NORTHWEST MOTHERS MILK BANK

During the summer of 2022 in the midst of the continuing formula shortage, the Northwest Mothers Milk Bank (NWMMB) reached out to WIC to inquire about helping lower income mothers with young infants requiring specialized formula. One of their anonymous contributors was alarmed by the formula shortage and provided money for a "Rapid Relief Fund" for families with high-risk infants. These funds allowed up to 40 infants to receive 100 oz each of donor human milk (a value of ~\$500 per infant).

WIC jumped at this opportunity to partner and worked with NWMMB staff to quickly develop guidance and referral processes focused on families on WIC that had very young infants for whom medical formulas were difficult to find. Local agency WIC staff helped identify these very high risk infants. Interested families then worked with their health care provider and NWMMB staff to become eligible to receive the donor milk.

Keeping capacity and milk availability in mind, NWMMB worked with community partners to find short-term solutions at no-cost or sliding scale for families. The NWMMB's focus on immediate rapid relief is a way that helped ease anxiety and stress on parents who felt they couldn't access food for their infant.



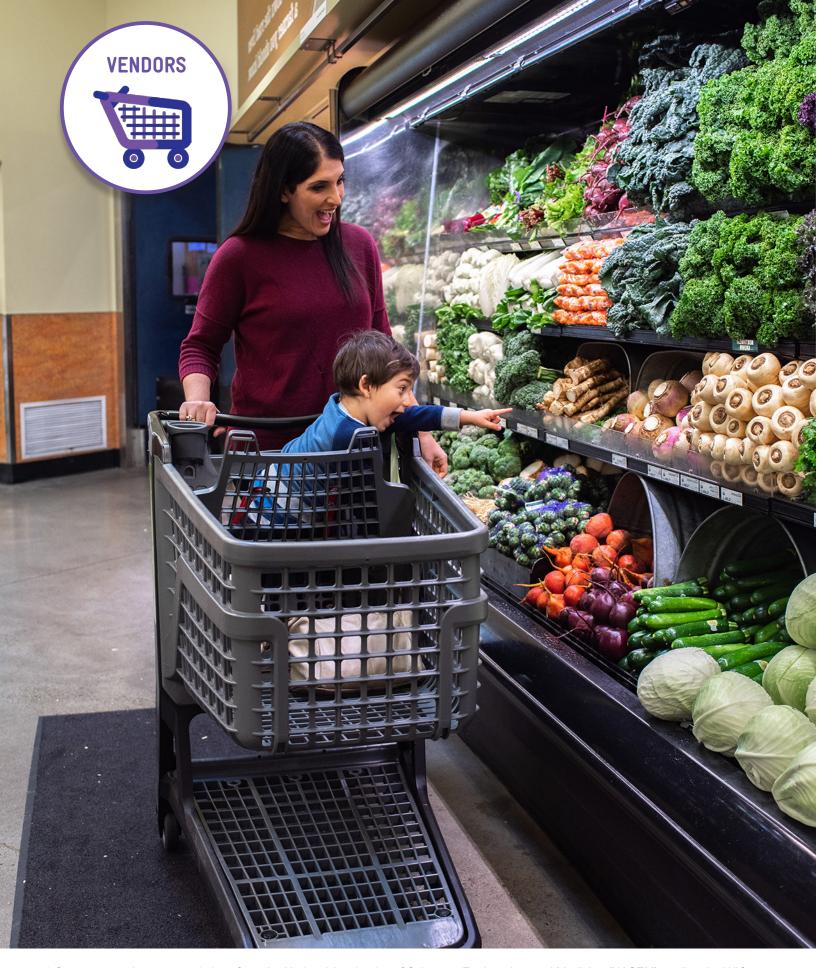
EXPANDING AWARD-WINNING BREASTFEEDING SUPPORT

Oregon WIC has been recognized for having one of the highest breastfeeding rates in the nation and has received multiple awards over the past decade for it. As part of that support, we are fortunate to have five breastfeeding peer counseling programs (BFPC) in Oregon.

Peer counselors are individuals who have breastfed their own children and provide emotional and practical support to pregnant and breastfeeding WIC participants. All peer counseling programs have a coordinator who is an International Board Certified Lactation Consultant (IBCLC) to provide advanced level support.

An expansion pilot has been launched to bring brreastfeeding peer counseling to more parts of the State. Currently, Linn County is serving as the host agency and is collaborating with Lincoln, Klamath, and Deschutes counties to bring peer counseling to these communities in 2023.

Further solidifying Oregon's reputation for supporting breastfeeding, Linn and Washington counties applied for and received the 2022 Breastfeeding Award of Excellence from the United States Department of Agriculture, Food and Nutrition Service. This award is intended to both raise awareness of the importance of breastfeeding and to honor those who are helping to make those efforts successful.



1 Congress used recommendations from the National Academies of Sciences, Engineering, and Medicine (NASEM) to align the WIC food package with the Dietary Guidelines for Americans to develop the new CVB amounts

INCREASING PURCHASING POWER FOR FRUIT AND VEGETABLES

The WIC food packages include a Cash Value Benefit (CVB) specifically for purchasing fresh, frozen or canned fruit and vegetables. The CVB is well redeemed by WIC participants, but the dollar amount had not been increased in many years. Thanks to bipartisan efforts, WIC families now receive \$24/month for children, \$43 for pregnant and postpartum participants, and \$47 for fully and partially breastfeeding participants.¹

The temporary increase, extended through September 30, 2023, is meaningful for WIC families and local stores as \$16 million dollars of fruit and vegetables were redeemed, which is \$10 million dollars of additional benefits from previous benefit levels.

The CVB increase allowed more purchasing power, leading to increased variety of produce items purchased, representing hundreds of additional types of fruit and veggies! The WIC benefit bump makes it more affordable to introduce new produce items to the family table, an important step as dietary variety during early childhood shapes lifelong taste preferences.²

508 STORES ACROSS OREGON
Including independent stores, local, regional and national chains, and pharmacies

ACCOUNTED FOR

51.4 MILLION

in total dollars spent by WIC participants at local stores



KEY FINDINGS FEEDING MY BABY STUDY

- Families who remain in WIC through their children's fifth year of life report continued participation because of the food and education they receive, and because WIC staff listen to their thoughts about their child's health.
- Children who consistently participate in WIC through their fifth birthday have better overall diet quality, on average, than children who only participated in their second and third years of life.
- When compared to children not receiving WIC or SNAP, children participating in WIC but not SNAP at age 54 months are more likely to meet recommendations for limiting added sugar intake.



LANE COUNTY FAMILIES PARTICIPATE IN NATIONAL RESEARCH STUDY ON INFANT/TODDLER FEEDING PRACTICES

The WIC Infant and Toddler Feeding Practices Study 2, also known as the "Feeding My Baby" Study, is the only national study to capture data on caregivers and their children over the first 5 years of the child's life after enrollment in WIC, regardless of their continued participation in the program. The study also conducts additional follow-ups with children at ages 6 and 9. Lane County is representing Oregon in this national sample.

The study examines child-feeding practices, associations between WIC services and those practices, and the health and nutrition outcomes of children who received WIC around birth. This report, the sixth in the series generated from this study, focuses on the dietary intake patterns, eating behaviors, and weight status of children during the fifth year of life. The report also examines associations between WIC participation and key diet and health related outcomes.

Borger, C., Zimmerman, T., Vericker, T., et al. (2022). WIC Infant and Toddler Feeding Practices Study-2: Fifth Year Report. Prepared by Westat, Contract No. AG-3198-K-15-0033 and AG-3198-K-15-0050. Alexandria, VA: U.S. Department of Agriculture, Food and Nutrition Service, Office of Policy Support, Project Officer: Courtney Paolicelli. Available online at: www.fns.usda.gov/research-and-analysis.

OREGON WIC NUMBERS

WIC served

110,967

Oregon women, infants and children

• 29,821 women • 81,146 infants and children

\$51.4 MILLION

in WIC benefits were spent at authorized grocery stores and pharmacies in Oregon during the federal fiscal year

1 out of 3

women living in rural and frontier areas used WIC during pregnancy (34%)

70% of WIC families are working families

\$668,500

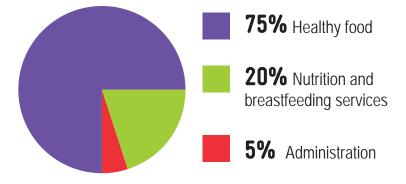
in WIC Farm Direct Nutrition Program benefits were spent at authorized farm stands and farmers markets

The Farm Direct program provides fresh, locally grown fruits and vegetables and education on selecting and preparing fresh produce while supporting local farmers markets and farmers. Oregon Farm Direct includes 714 authorized farmers

OREGON WIC FUNDING

WIC FUNDING SOURCES

- U.S. Department of Agriculture
- \bullet State and federal funds for the Farm Direct Program
- Local government funds
- Provider agency and community contributions
- Competitive bidding savings



VISION

Every Oregon family achieves optimal nutrition and lifelong health for their children.

MISSION

Provide leadership, guidance, and resources to local WIC programs, vendors, and partners to ensure quality WIC services that support collective public health efforts.





PUBLIC HEALTH DIVISION
Nutrition & Health Screening
Program for Women, Infants & Children

You can get this document in other languages, large print, braille or a format you prefer. Contact the Oregon WIC Program at 971-673-0040. We accept all relay calls or you can dial 711.