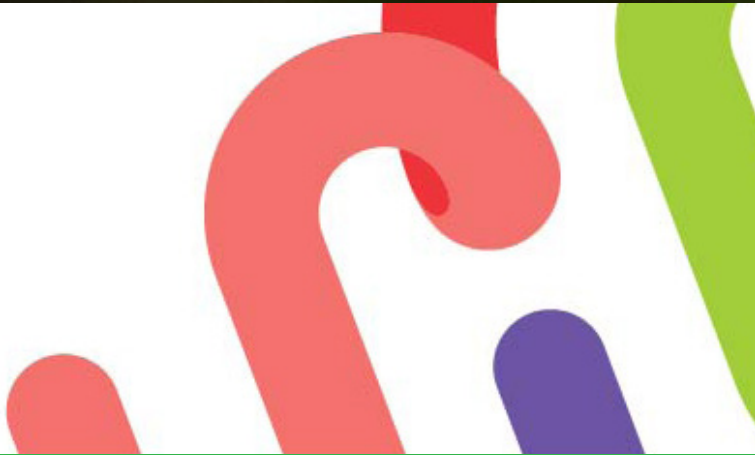


NURTURING FAMILIES & STREAMLINING SERVICES



2023

ANNUAL REPORT





Fern at Tryon Creek State Park • Photo credit: Karen Bettin (2016)

The Special Supplemental Nutrition Program for Women, Infants and Children (WIC) continues to adapt to the changing landscape following the end of the federal COVID-19 public health emergency. Oregon WIC and local agencies have embraced change through the adoption of hybrid services to better meet the needs of families across the state. Despite the program facing possible funding shortfalls, the WIC program also saw an increased caseload in 2023! By strengthening partnerships, modernizing WIC services, and creating systems of health equity, WIC continues to improve the health and well-being of families across Oregon.

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Woman at Farm Stand • Photo credit: KOTO

STREAMLINING PAYMENT FOR WIC FARM DIRECT VOUCHERS

The WIC Farm Direct Nutrition Program (Farm Direct) provides WIC families with vouchers to spend at participating farmers markets and farm stands from June through November. Farm Direct makes locally grown produce more accessible for families and boosts farmer profits.

This year Oregon WIC developed a new online portal for farms to redeem vouchers and receive payment by direct deposit. Farmers no longer needed to stamp, endorse, and deposit checks at the bank, leaving more time to farm and grow their business! The transition to a voucher scanning solution maintained a quick and simple shopping experience for participants and provided farmers a streamlined online payment system for easy voucher processing.

The Farm Direct program connects WIC families directly to the local farmers that grow their food and celebrates the diversity of WIC participants! Oregon's farming and market community supports culinary diversity by offering culturally specific produce not commonly found in grocery stores.

Local farm businesses get **100%** of every Farm Direct dollar

More than **700** farms participated statewide

51,805 WIC participants received vouchers

Over **\$700,000** redeemed and paid directly to farmers



Together for a healthy Lane County



PUBLIC HEALTH
PREVENT. PROMOTE. PROTECT.

BRINGING WIC SERVICES TO RURAL COMMUNITIES

Lane County WIC participants have increased access to WIC services through the Mobile Public Health (MPH) program's medical vehicle!

In-person WIC services were suspended in Lane County in early 2020 due to the COVID-19 pandemic. Lane County WIC sites in Florence and Oakridge were unable to resume in person services because previously established clinic locations had closed. Reestablishing satellite clinics in rural Lane County communities was a top priority for the local WIC program. The county's new Mobile Public Health program provided an exciting opportunity to resume in person WIC services within these communities and serve more eligible families where they live and work. During the summer of 2023, Lane County WIC went mobile and resumed in-person services in Florence and Oakridge.

MPH's medical vehicle provides a comfortable environment for families to receive a private and confidential WIC visit. The mobile clinic's exam rooms are equipped to collect height, weight, and hemoglobin measurements, and the vehicle has heat and a full restroom. Through MPH, participants can receive WIC services, tobacco cessation support, COVID education and outreach, assistance making COVID vaccination appointments, and connections to other services. Lane County WIC looks forward to expanding their partnership with MPH in years to come to reach more eligible families in other rural parts of the county.

ADVANCING LACTATION EQUITY THROUGH COMMUNITY PARTNERSHIPS



The Lactation Equity Coalition hosted an official community launch party in August to celebrate National Breastfeeding Month!

This year Washington County WIC made significant strides toward the advancement of equitable lactation support. WIC, Washington County's Maternal Child & Family Program and Nuturely came together to address systemic barriers to lactation support in the community.

This partnership focuses on identifying structural barriers to breastfeeding within systems, organizations, and the community. Their goal in creating this coalition was to include all voices and perspectives to properly identify and leverage opportunities throughout the county. This task sounds lofty, and it was! But 2023 saw the robust development of the coalition's mission, vision, and values, while generating powerful diversity, equity and inclusion that established a network of lactation support throughout the community.

For more information visit <https://nuturely.org/lactation-equity-coalition/>. Stay tuned for more to come from this dynamic collaboration that aims to make [human milk a human right!](#)





SMALL STEPS MATTER.

It can be a struggle every day to not drink or use drugs. Every step you take to stop drinking alcohol or using drugs will help you and your family.

YOU ARE NOT ALONE.

Ask for help here to learn more about supports and services in the community, or call 211 for more information.

Adapted from materials provided by the Education Training Council, Alberta FASD Cross Ministry Committee.

This institution is an equal opportunity provider.

57-415 Rev 11/2019

CONNECTING TO SUBSTANCE USE SCREENING, EDUCATION AND REFERRALS

Local WIC clinics safely integrate screening and referrals for alcohol, drug, and tobacco use into WIC appointments. By creating a safe space for families and providing trauma-informed counseling, WIC participants, parents and caregivers can access substance use treatment options in their community, including programs like QTIP - Quit Tobacco in Pregnancy.

Lane County WIC, in partnership with Lane County Coordinated Care Organizations, is home to the innovative QTIP program. The Quit Tobacco in Pregnancy program provides help to pregnant women who want to quit smoking. QTIP provides non-judgmental tobacco cessation support and counseling from WIC's Nationally Certified Tobacco and Nicotine Treatment Specialist. Clients that quit tobacco during pregnancy and abstain for 6 months after delivery can receive up to \$250 worth of gift cards!



NOW IS A GOOD TIME TO QUIT SMOKING

Learn about the support and resources available to help you Quit Tobacco in Pregnancy. You could receive up to \$250 for quitting!

Call QTIP today!
541-682-4440

QTIP
Quit Tobacco in Pregnancy

“The QTIP program and Samantha really helped me find the motivation to quit smoking and stay quit after my baby was born!” - Finley

“Samantha has been such a great support through the QTIP program. I am so grateful to have had her by my side through quitting smoking during my pregnancy, always encouraging me and talking me through my cravings. It has really helped, I don’t know if I could have done it without her! Still going strong after completing the program!” - Jessica P

Heritage - Live Cooking Demo



PROVIDING CULTURALLY SPECIFIC NUTRITION EDUCATION THROUGH COLLABORATION

Multnomah County WIC offers Global Tapas Nutrition, a nutrition education program tailored to African American and African Immigrant communities. The teaching curriculum integrates various cultural cuisines and celebrates cultural food practices. Global Tapas Nutrition invites both WIC participants and community members to engage in cooking demonstrations, learn how to grocery shop on a budget and receive referrals to community resources. Global Tapas Nutrition also invites healthcare and behavioral health providers and the community together to share resources on healthy feeding and development of children, mental health support, and nurturing early literacy in infants and young children.

With the support of several partners, Multnomah County WIC and Global Tapas Nutrition aim to dismantle cultural barriers and provide culturally relevant nutrition education to WIC families and the community at large. The program has the support of Multnomah County Health Department's Racial and Ethnic Approaches to Community Health (REACH) and OSU Extension Service African Heritage Program. A Portland nonprofit organization focusing on nutritional access called Feed the Mass, along with founder Chef Jacobsen Valentine have also been key to the success of the program by providing support and access to their commercial kitchen for WIC staff to host and film cooking demonstrations.



2023 OREGON WIC ACCOMPLISHMENTS & HIGHLIGHTS

Columbia County WIC moved to a new permanent location! Their new waiting room is full of adaptive toys and books for all children to play and learn. They also host a food pantry and free infant and children clothing for all community members to access. This WIC clinic is an asset and key resource to the greater Columbia County community. *Photo to left*

Hosted the 2023 National WIC Association Technology, Innovation, and Vendor Management Conference. WIC staff and vendors from across the country gathered in Portland to learn about recent technological innovations that enhance and improve the WIC participant experience.

Expanded non-emergency medical transportation (NEMT) coverage for WIC participants receiving Medicaid. WIC participants on OHP can use NEMT coverage for breastfeeding visits with International Board-Certified Lactation Consultants. This is in addition to NEMT coverage for WIC certification and recertification visits and registered dietitian visits.

Implemented Teletask for WIC agencies across Oregon. This two-way texting platform improves timeliness and effectiveness of in-person and remote WIC services.

Confederated Tribes of Warm Springs WIC and **Lincoln County WIC** received the Community Innovation and Outreach Project (CIAO) grant, expanding the reach of WIC among underserved populations in their communities.

Multnomah County WIC's exemplary breastfeeding support was recognized by the United States Department of Agriculture, Food and Nutrition Service, receiving the 2023 GOLD Award.

2023 OREGON WIC NUMBERS

WIC served
114,863

Participants in Oregon

• 31,213 women • 83,650 infants and children

\$59.6 MILLION

in WIC benefits were spent at authorized grocery stores and pharmacies in Oregon

1 out of 3

women living in rural and remote areas used WIC during pregnancy (36%)

\$701,952

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

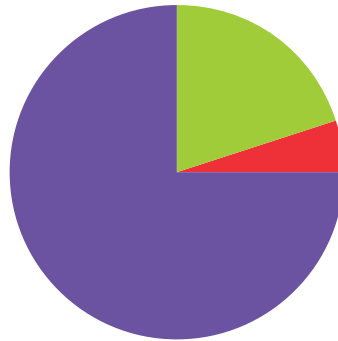
The Farm Direct program provides fresh, locally grown fruits and vegetables and education on selecting and preparing fresh produce while supporting local farmers markets and farmers. Oregon Farm Direct includes 750 authorized farmers.

71% of WIC families are working families

2023 OREGON WIC FUNDING

WIC FUNDING SOURCES

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



75% Healthy food

20% Nutrition and breastfeeding services

5% Administration

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.