



# 2017

ANNUAL REPORT





## WE VALUE OREGON'S FUTURE

Every day we see our values lived out in communities across Oregon. Built on the belief that children and families are our future, The Special Supplemental Nutrition Program for Women, Infants and Children keeps families eating and learning about nutritious foods, while connecting families to resources in their communities.

## WE VALUE SERVICES DELIVERED WITH TRUST AND INTEGRITY

### BREASTFEEDING SUPPORT

Promoting breastfeeding as a critical component of early nutrition.

### NUTRITION EDUCATION

Learning healthy habits through face-to-face and online classes.

### COMMUNITY RESOURCES

Connecting families with healthcare support.



## WE VALUE STRONG RELATIONSHIPS

In an ongoing collaborative effort, WIC hosted a partner café connecting local agency staff and community organizations tackling hunger issues. Together, we are increasing screening for food insecurity and creating a road to community resources for families.



## WE VALUE EVERY CHILD

WIC knows and understands that every interaction a family has with clinic staff is an opportunity to:

- Monitor growth and wellbeing
- Provide support during all stages of development
- Engage families in school readiness

### Journal of Developmental & Behavioral Pediatrics

Learn more about WIC's published research on 'Decreasing Disparities in Child Development Assessment: Identifying and Discussing Possible Delays in the Special Supplemental Nutrition Program for Women, Infants and Children (WIC)' in the *Journal of Developmental & Behavioral Pediatrics* by clicking [here](#).

Zuckerman, K. E., Chavez, A. E., & Reeder, J. A. (2017). Decreasing Disparities in Child Development Assessment. *Journal of Developmental & Behavioral Pediatrics*, 38(5), 301-309.

# 2017 YEAR IN REVIEW

In 2017, WIC worked to examine our values as a public health program. Here are some of the highlights of our accomplishments.

## IMPROVED ACCESS

WIC families can now receive Non-Emergency Medical Transportation to approved appointments.



**59** Through the Regional Milk Mob Trainings, we are continuing to build equity and capacity for breastfeeding

## PEOPLE TRAINED

Five Local WIC Agencies helped produce a new photo library:



- Washington County
- Jackson County
- Josephine County
- WIC of Douglas County
- North Central Health District

**\$1 MILLION** 

Additional state funds for families to buy more fruits and vegetables at local farmers markets over the next two years



## PREVENTION PAYS

WIC used texting to improve timeliness and effectiveness of breastfeeding support.

# WIC NUMBERS

## 138,376

Oregon women, infants and children were served by WIC.

- 39,035 women • 99,341 infants and children

## \$51.5 MILLION

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



## 53%

of women living outside of metro/urban areas used WIC during their pregnancy.

## 32%

of pregnant women used WIC in **metro** counties (Benton, Clackamas, Columbia, Deschutes, Jackson, Josephine, Lane, Linn, Marion, Polk, Multnomah, Washington, Yamhill)

## \$469,950

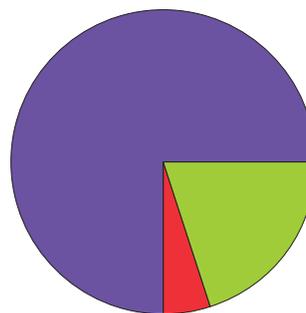
in WIC Farm Direct Nutrition Program (FDNP) benefits were spent at authorized farm stands and farmers markets.

*The FDNP provides fresh, locally grown fruits and vegetables and education on selecting and preparing fresh produce while supporting local farmers markets and farmers. FDNP includes 665 authorized farmers.*

# WIC FUNDING

## WIC FUNDING SOURCES

- U.S. Department of Agriculture
- State and federal funds for the Farm Direct Nutrition 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.