OREGON WIC: NEXT GEN
2016 ANNUAL REPORT

COMMUNITY AND HEALTH REFERRALS

BREASTFEEDING SUPPORT

HEALTH AND GROWTH SCREENING

NUTRITION EDUCATION

HEALTHY FOODS

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WIC (Women, Infants and Children) keeps families eating healthy foods - WIC provides healthy food, a nutritionist's support, and guidance on how to shop for, prepare and incorporate healthy meals into participants' lives. That is something only WIC can deliver.

**How Do We Do It?**

**Nutrition Education**

We give our participants access to healthy food and teach them how to use it to nourish their families.

WIC requires grocery retailers to stock a minimum of 10–20 kinds of fruits and vegetables for WIC participants. This has increased community access to these foods.

**Breastfeeding Support**

A growing body of research indicates that the foundations for lifelong health, including predispositions to obesity and chronic diseases, are largely set during pregnancy and infancy. WIC promotes and supports breastfeeding as a critical component of early nutrition.

**Community Resources**

Through referrals, WIC connects families with support beyond what we provide. WIC puts families in touch with the services, specialists and health care providers they need to be healthy across every facet of their lives.

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**Love ‘n Weigh’ : A WIC Success Story**

Love ‘n Weigh is a peer breastfeeding support group that is run through Multnomah County WIC. This program gives moms the opportunity to receive the extra attention and support they need during breastfeeding. With the help of Mary Wachsmuth, IBCLC, Rachelle Universe found out her second son, Mason, had tongue-tie; a condition that makes it difficult for babies to latch during breastfeeding. Wachsmuth was able to identify the issue and support Rachelle's efforts to continue breastfeeding successfully. You can watch the video [here](#).
"Oregon has a tradition of healthy communities built around abundant natural resources, caring for our neighbors and a spirit of innovation ... we realize that health benefits are not evenly spread across the population, and more must be done to improve the health of all people in Oregon."
- Oregon State Health Improvement Plan

WIC's alignment with the State Health Improvement Plan (SHIP):

**Slow the increase of obesity**

*WIC Foods* are nutrient-dense, low-fat and low-sugar foods that support healthy weight and growth in pregnancy and throughout early childhood.

*WIC Supports* the Centers for Disease Control and Prevention’s recommendations for obesity prevention by promoting healthy pregnancies, breastfeeding, quality nutrition and physical activity for young children.

**Improve oral health**

*WIC Encourages* early childhood caries screening and prevention.

*WIC Partners* with dental staff to apply fluoride varnishes in WIC clinics.

**Reduce harm associated with alcohol and substance abuse**

*WIC Screens* all pregnant and postpartum women for risk factors associated with alcohol and substance abuse and refers as needed.

By July 1, 2016, all WIC benefits were successfully converted to an electronic benefits card, known as eWIC.

Every month WIC families use their eWIC cards to make **190,000 shopping trips** to put over **$4.4 million** back into local economies.

Oregon WIC offers a free smartphone app, called **WIC Shopper**, to eWIC cardholders. The app helps families keep track of their benefits and find the right foods at the store.

In 2016 more than **42,000 cardholders** used the app to manage their WIC benefits and shop for healthy WIC foods. The WIC Shopper app also increases accessibility to non-English speakers by providing our WIC Food List in seven languages.
WIC NUMBERS: 2016

**145,599**
Oregon women, infants and children were served by WIC.
- **41,603 women**
- **103,996 infants and children**

**$55.2 MILLION**
in WIC benefits were spent at authorized grocery stores, pharmacies, farm stands and farmers markets during the federal fiscal year.

**$492,588**
in WIC Farm Direct Nutrition Program (FDNP) benefits were spent at authorized farm stands and farmers markets.

**52%** of women living outside of metro/urban areas used WIC during their pregnancy.

**37%** of pregnant women used WIC in metro counties (Benton, Clackamas, Columbia, Deschutes, Jackson, Josephine, Lane, Linn, Marion, Polk, Multnomah, Washington, Yamhill)

2016 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
- Infant formula rebates

**MISSION**
Assure the provision of premier public health nutrition services by providing leadership, guidance and resources to local WIC programs, retailers and partners.

**VISION**
Oregon families have the resources and knowledge to achieve optimal nutrition and lifelong health.

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

This institution is an equal opportunity provider. You can get this document in other languages, large print, braille or a format you prefer. Contact Oregon WIC at 971-673-0400 or 711 for TTY.