

2025 OREGON WIC DATA

LANE COUNTY HEALTH AND HUMAN SERVICES

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 outcomes¹.

The American Academy of Pediatrics identifies three foundations of healthy child development:

- **Stable, Responsive Relationships**
- **Safe, Supportive Environments**
- **Appropriate Nutrition²**

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



¹ Finger et al, Journal of Maternal and Child Health, 2017

² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



9414

Women, infants and children participated in WIC

34%

of all pregnant women served by WIC

5403

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

97%

of WIC moms start out breastfeeding

53%

of WIC moms breastfeed exclusively for six months

2025 OREGON WIC DATA

LANE COUNTY HEALTH AND HUMAN SERVICES

ECONOMIC BENEFITS OF WIC

43 LOCAL STORES ACCEPTING WIC:

- 4 Owner operated stores
- 33 Regional and national chains
- 6 Pharmacies

\$5,029,136

Total WIC dollars spent
by participants
at local stores

STORES THAT ACCEPT WIC MUST CARRY:

- At least 8 kinds of fresh fruits and vegetables
- Whole grain products
- Yogurt and milk
- Canned or dry beans
- Fish in cans/pouches



WIC FARM DIRECT NUTRITION PROGRAM

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

49 PARTICIPATING FARMS

at local farmers markets
and farm stands

\$50,944

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Cottage Grove, Eugene, Florence, Oakridge

For more details about these numbers, please visit:

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

541-682-4202

https://lanecounty.org/government/county_departments/health_and_human_services/public_health/women_infants_children_w_i_c_program

You can get this document in a different format free of charge. Call 971-673-0040 (voice) or 1-800-735-2900 (TTY) to arrange for the format that will work best for you.

Revised 2/20/2026