

# 2024 OREGON WIC DATA

## MALHEUR COUNTY HEALTH DEPARTMENT

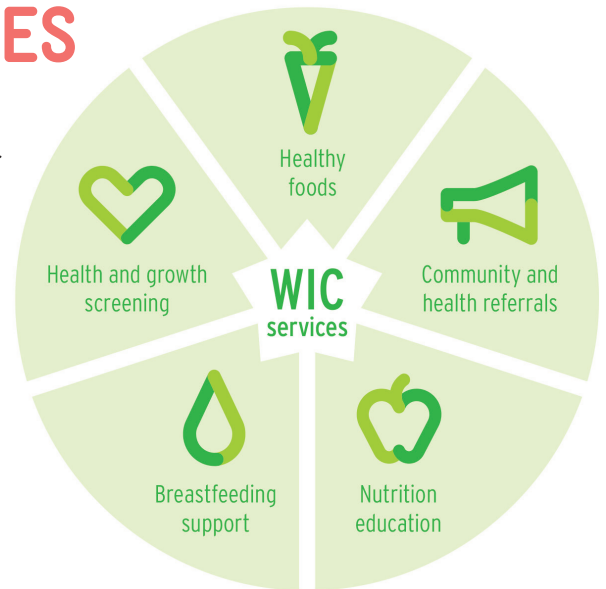
### GROWING HEALTHY FUTURES

Participating in WIC supports the long-term health of women, infants, children and families. WIC is proven to support longer pregnancies and positive birth outcomes<sup>1</sup>.

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

- **Stable, Responsive Relationships**
- **Safe, Supportive Environments**
- **Appropriate Nutrition<sup>2</sup>**

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



<sup>1</sup> Finger et al, Journal of Maternal and Child Health, 2017

<sup>2</sup> American Academy of Pediatrics, Policy statement, 2012

### WHO WE SERVED



2,053

Women, infants and children participated in WIC

58%

of all pregnant women served by WIC

1,176

WIC families served



69%

are working families

3 OUT OF 4

participants are infants and children under five



### BREASTFEEDING

99%

of WIC moms start out breastfeeding

24%

of WIC moms breastfeed exclusively for six months

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### ECONOMIC BENEFITS OF WIC

#### 7 LOCAL STORES ACCEPTING WIC:

- 2 Independent store
- 2 Local or regional chains
- 2 National chain stores
- 1 Pharmacies

# \$1,146,013

Total WIC dollars spent  
by participants  
at local stores

#### ALL STORES THAT ACCEPT WIC MUST CARRY:

- At least 8 kinds of fresh fruits and vegetables
- Whole grain products
- Lowfat milk
- Lowfat yogurt
- Canned or dried beans



#### WIC FARM DIRECT NUTRITION PROGRAM

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

# 11

## PARTICIPATING FARMERS

at local farmers markets  
and farm stands

# \$12,164

FDNP dollars paid  
to local farmers

#### WIC CLINIC SITES

Ontario

*For more details about these numbers, please visit:*

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

**541-889-7041**

<http://malheurhealth.org>

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