



2019 Data

Oregon State WIC Program

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.

For children, 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 Fingar et al, Journal of Maternal and Child Health, 2017 ² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



127,112

Women, infants and children who participated in WIC

32%

of all pregnant women served by WIC

73,292

WIC families served

→ 68%

are working families

5 out of 7

participants are infants and children under five



BREASTFEEDING

95%

WIC moms start out breastfeeding

34%

WIC moms breastfeed exclusively for six months



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ECONOMIC BENEFITS OF WIC

**550 Local stores
accepting WIC:**

- 143 Independent stores
- 79 Local or regional chains
- 260 National chain stores
- 67 Pharmacies

\$48,069,348

Total dollars spent by
this agency's participants
at local stores

HEALTHY FOOD ACCESS

To be a WIC store,
it must carry:

- At least 8 kinds of fresh fruits and vegetables
- Whole grain products
- Lowfat milk
- Lowfat yogurt
- Canned/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.

**1,078
Participating
Farmers**

at local farmers markets
and farm stands

\$823,200

FDNP dollars paid to
local farmers

WIC CLINIC SITES

114 WIC clinics across Oregon

For more details about these numbers, please visit:

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

Contact the Oregon WIC Program

971-673-0040

www.healthoregon.org/wic

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Revised 4/8/2020