



Oregon's public health nutrition program for Women, Infants and Children (WIC)



# ANNUAL REPORT



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# A DECADE OF INNOVATION

WIC celebrates a decade of accomplishments showing our commitment to providing quality nutrition education, breastfeeding support and community connections in an accessible, engaging and innovative way.

## ACCESSIBLE

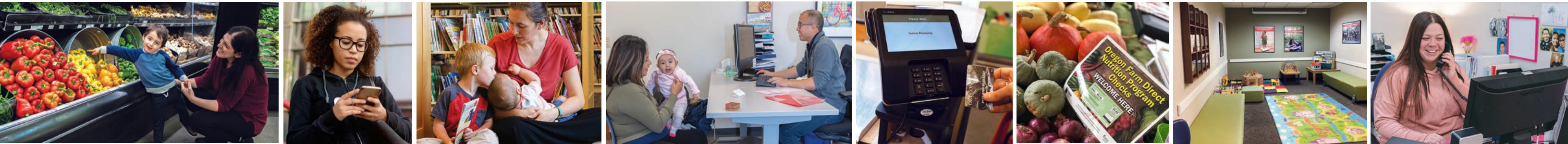
WIC participants have new ways to access our program with enhanced technology. WIC offers the eWIC debit card, a WIC Shopper App, texting options, online nutrition education, and a 24-hour online WIC sign up form.

## ENGAGED

WIC staff are invested in the health and lives of our participants and have spent years developing and honing our motivational interviewing and participant centered skills. WIC staff value and collaborate with various statewide and local partners to best support Oregon families.

## INNOVATIVE

Oregon WIC demonstrates innovative leadership by being one of the first nationally to implement eWIC, support new legislation for Internationally Board-Certified Lactation Consultant (IBCLC) licensure, and partner with the American Public Health Association to highlight WIC's critical role in public health modernization.



### 2009

Expanded healthy food options and modernized nutrition counseling

- Provided fruits and vegetables, whole grains, and organic and vegan alternatives such as soy and tofu
- Trained staff in motivational interviewing

**WIC Advisory Board was formed!**

### 2010

Improved access with new technology

- Offered 20 online nutrition-related courses
- Added appointment reminders by texts

### 2011-12

Recognized nationally for highest breastfeeding rates

- Awarded \$2.5 million bonus by USDA
- Launched 25 community-focused breastfeeding projects statewide

**This was the first of four bonus awards this decade!**

### 2013

**Celebrated 40 years of expertise!**

- Served by 340 local and state staff, including approximately 20 IBCLCs and 50 registered dietitian nutritionists
- Offered statewide nutrition services with 33 main clinics and over 100 locations

### 2014-16

eWIC card and WIC Shopper App replace paper vouchers

- Streamlined shopping by partnering with over 500 grocers
- Seventy grocers allow the eWIC card at self-checkout
- Assisted 46 small grocers to upgrade their cash register system to accept eWIC
- Hosted a showcase for other states to learn about Oregon's eWIC success

### 2017

Grew the Farm Direct Nutrition Program

- Awarded \$1 million by the Oregon Legislature
- Increased access to fresh, local produce for an additional 11,000 participants
- Supported 700 farmers and continue to reach 100,000 Oregonians annually

### 2018

Adopted trauma informed practices and environments

- Modernized 29 WIC clinic environments
- Trained staff to use trauma informed counseling skills and participant centered education

### 2019

Completed a racial equity assessment

- Conducted a staff assessment from the Coalition of Communities of Color
- Began integrating equity, diversity and inclusion into our work and priorities



# 2019 WIC NUMBERS

## 124,221

Oregon women, infants and children were served by WIC.

- 34,195 women
- 90,026 infants and children
- 73% of WIC families are working families

## \$48 MILLION

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



## 48%

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

## 29%

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

## \$823,200

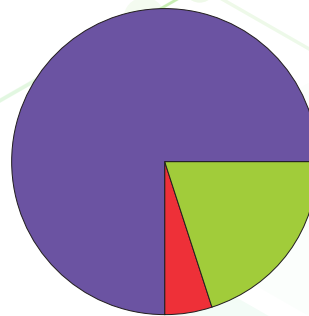
in WIC Farm Direct Nutrition Program (FDNP) benefits were spent at authorized farm stands and farmers markets.

*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 709 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

Ensure optimal nutrition and lifelong health for every Oregon family.

## MISSION

Provide leadership, guidance, and resources to local WIC programs, vendors, and partners to ensure quality WIC services that support collective public health efforts.

Oregon  
**Health**  
Authority

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.