Women, Infants and Children. Our goal is to get pregnant women into WIC early and keep families benefitting from our essential services until their children turn 5. WIC families are diverse. Moms, dads, grandparents, and foster families are all part of the WIC experience. This is what one family’s WIC lifecycle looks like.

**Tommy is 3!**
His hemoglobin is low and he is referred to the WIC Registered Dietitian Nutritionist.

**Tommy is 2!**
His body mass index (BMI) looks great!

**Tommy turns 5 and graduates from WIC!**
Anna continues with WIC to support good nutrition for her next child—the whole family benefits!

**Baby Tommy is born!**
A healthy 7 lb 2 oz, he is born by vaginal birth in a Baby-Friendly hospital that honors Anna’s birth plan and supports her breastfeeding goals.

**It’s Summer!**
Anna and Tommy get checks to buy fresh fruit and veggies at their farmers market. Plus, Tommy enjoys the Summer Meals program at the park.

**Tommy, Anna and Dad attend a Baby & Me class and learn about baby behavior, including hunger and sleep cues. Dad downloads the WIC app.**

**Tommy receives additional WIC benefits to buy fresh fruits and veggies.**

**WIC WORKS!**
- **Tommy** can have up to 21 WIC contacts in 5 years. He receives foundational services of nutrition education, healthy food, and referrals to community programs.
- **Anna** can have up to 8 WIC contacts during her pregnancy and through her first year postpartum. She receives health screenings, breastfeeding support and nutrition counseling, in addition to the core services.
- They get a monthly benefit to buy fruit, veggies, whole grains and more.

**WIC IMPROVES HEALTH OUTCOMES FOR OREGON FAMILIES**
WIC welcomes all eligible Women, Infants and Children. Our goal is to get pregnant women into WIC early and keep families benefitting from our essential services until their children turn 5. WIC families are diverse. Moms, dads, grandparents, and foster families are all part of the WIC experience. This is what one family’s WIC lifecycle looks like.