

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.

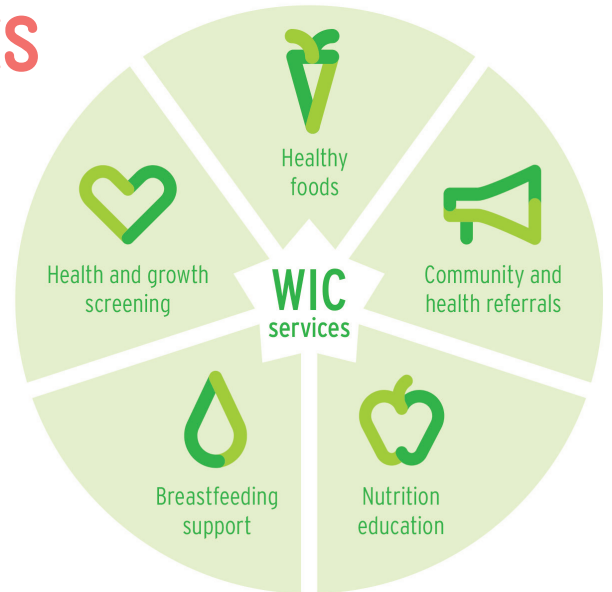
For children, the American Academy of Pediatrics identifies three foundations of healthy child development:

- **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



110,890

Women, infants and children who participated in WIC

27%

of all pregnant women served by WIC

64,450

WIC families served

70%

are working families

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

94%

WIC moms start out breastfeeding

37%

WIC moms breastfeed exclusively for six months



2021 DATA - OREGON WIC PROGRAM

ECONOMIC BENEFITS OF WIC

512 LOCAL STORES ACCEPTING WIC:

- 170 Independent stores
- 136 Local or regional chains
- 133 National chain stores
- 73 Pharmacies

\$47 MILLION

Total dollars spent by
WIC 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.

687 PARTICIPATING FARMERS

at local farmers markets
and farm stands

\$621,600

FDNP dollars paid
to local farmers

WIC CLINIC SITES

111 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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