

# 2025 ANNUAL REPORT



## Healthy Families, Strong Communities



# Oregon WIC 2025 Highlights

**Expanded Food Choices.** Oregon WIC was one of the first states in the nation to update its WIC food package. WIC foods are chosen to meet the extra nutritional needs during pregnancy, after childbirth, and for growing infants and children. “The new foods bring increased flexibility, variety and choice, allowing families to honor cultural traditions, and have healthy and whole food options,” said Tiare Sanna M.S., RDN, Oregon WIC director. “There are even better supports now for special dietary needs, including gluten free, vegan, and allergen-free options.”

**Launched New Nutrition Website.** Families can now find trusted and reliable nutrition information any time at [oregon.wicresources.org](https://oregon.wicresources.org). This website offers information on nutrition, pregnancy, breastfeeding, child feeding, family meals, recipes, and more.

## WIC Matters

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) serves more than 80,000 Oregonians each month. Families receive wholesome foods, nutrition education, breastfeeding support, health screenings, and community referrals.

- WIC improves nutrition security for families.
- WIC boosts Oregon’s economy.
- WIC expands access to local nutrition and health services.

## Innovation and Leadership

**National Leader in Breastfeeding.** Oregon WIC has a proud history of some of the highest breastfeeding rates in the nation, with over 95% of WIC families choosing to start breastfeeding. WIC staff, including Internationally Board-Certified Lactation Consultants (IBCLCs) and peer counselors, offer education and support to help families meet their breastfeeding goals.

**Modern Services for Today’s Busy Families.** WIC makes staying connected easy. Families can choose remote appointments, text for quick communication, securely sign documents online, and access flexible nutrition education anytime.

# Boosting Oregon's Economy - Business and Agriculture

**Healthy foods for families.**

**Jobs and funding for farmers and communities.**

WIC dollars go directly into Oregon communities. Families use their WIC benefits at grocery stores, pharmacies, farmers markets, and farm stands, supporting local jobs, retailers, and farmers while providing nutritious foods.

**Investing in Farmers.** WIC supports Oregon farms by providing Farm Direct Nutrition Program vouchers for fresh fruits and vegetables at farmers markets and farm stands statewide. Last year, 40,600 WIC participants and 53,000 low-income seniors used benefits to buy locally grown produce through the WIC Farm Direct and Senior Farm Direct programs.

**Reaching All of Oregon.** In 2025, 483 stores accepted WIC statewide and most rural counties have at least one store where families can shop. WIC-authorized stores must stock a minimum amount of specific healthy foods, which improves access to nutritious options for the whole community. WIC also sets nutrition standards for food items sold statewide.

**Maintaining Buying Power.** WIC food packages supply a set amount of healthy foods each month, helping families get nutritious food even when prices are high.

## Fostering Healthier Families Through Partnerships

WIC works with the Supplemental Nutrition Assistance Program (SNAP), Medicaid, Local Public Health Authority programs, Head Start, Tribes, and other vital partners to support children and families.

### **Connects Families to Care.**

WIC helps new parents and families access healthcare, immunizations, dental care, and programs like the Oregon Health Plan (OHP).

### **Responds to Urgent Needs.**

WIC shares timely information on food recalls, water safety issues and wildfires.

### **Streamlines Enrollment.**

Income eligibility is easier to check for families on SNAP, OHP and Temporary Assistance for Needy Families (TANF).

# Expanding Access in Local Communities

Three new WIC agencies have opened, expanding access to nutrition and health services. These clinics in Polk, Wallowa and Gilliam Counties are helping more parents and kids get care and community connections close to home.

## Grand Ronde WIC

### Building Health and Community Connections

The Grand Ronde WIC clinic, Oregon's newest, opened last fall in the Confederated Tribes of Grand Ronde's Public Health Department in Polk County. It is already a vital resource for Tribal families. With more families moving back to the area and the number of young children growing, the need for education and expanded public health services has become essential—especially after the COVID pandemic.

This new WIC clinic offers more than professional nutrition and breastfeeding support. It connects families to wraparound services like housing assistance, OHP, SNAP, and even a nearby food pantry. Partnerships with community programs make these connections possible, and collaboration with the department's home visiting program helps WIC reach expectant parents and new families.

Grand Ronde WIC is helping families connect to care and building a healthier future for this vital and growing community.



Left to Right: Tawna Norwest (Certifier), Becky Johnson (Coordinator & Registered Dietitian Nutritionist), Shawna Martin (Breastfeeding Coordinator)

# Winding Waters WIC Program

## One-Stop Hub for Family Health



Left to right: Sheila Orr (Training Supervisor), Kristen Ruckdashel (WIC Coordinator), Troy Lewellyn (Eligibility Worker), Rachel Ellis (WIC lead and Certifier), Mak Pinkerton (Certifier)

Recognizing a vital community need in 2021 in Wallowa County, Winding Waters stepped forward to steward the local WIC program, turning a transition period into an opportunity for innovation. By housing WIC services alongside primary care, Winding Waters created a “one-stop” health hub where medical providers and WIC staff collaborate to support the whole family. This partnership allows Winding Waters to offer families convenient and comprehensive care that goes beyond the standard model, giving parents simultaneous access to nutritional resources, medical care, and community health support in a single visit.

# WIC in Gilliam County

## Expanding Local Nutrition Access

Gilliam County WIC was established to better serve the needs of their rural community at the local level. While WIC services were available, creating a local program has improved accessibility, increased flexibility, and reduced travel challenges for WIC participants. Developing this program has allowed local staff to respond directly to participant requests and make meaningful adjustments in service offerings. Gilliam County is dedicated to providing accessible, equitable, and consistent WIC services to all eligible community members to ensure they fully benefit from the program.



Left to Right: Ashleigh McIntosh (Public Health Nurse), DaiLene Wilson (Gilliam County Public Health Administrator)

# 2025 OREGON WIC NUMBERS

WIC served  
**119,464**  
Participants in Oregon

- **33,003** women
- **86,461** infants and children

**\$67.8 MILLION**

in WIC benefits were spent at authorized grocery stores and pharmacies in Oregon

**\$630,764**

in WIC Farm Direct Nutrition Program benefits were spent on fresh fruits and vegetables at local farmers markets and farm stands.

Oregon Farm Direct includes **752** participating farms.

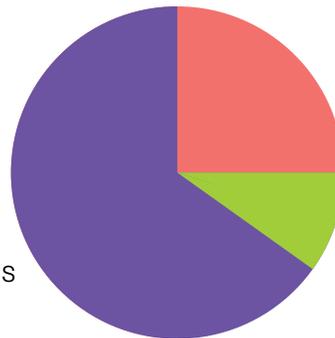
**37%**

Women living in rural and remote areas used WIC during pregnancy

# 2025 OREGON WIC FUNDING

## WIC FUNDING SOURCES

- U.S. Department of Agriculture
- State and federal funds for the Farm Direct Program
- Local government funds
- Provider agency and community contributions
- Competitive bidding savings



- **69%** Healthy food
- **22%** Nutrition and breastfeeding services
- **9%** Administration

## VISION

To 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.



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.

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