



# HOW WIC HELPS THE BEAVER STATE

## MISSION OF WIC

To assure healthy pregnancies, healthy birth outcomes and healthy growth and development for women, infants and children up to age 5 who are at nutritional risk, by providing nutritious supplemental foods, breastfeeding promotion and support, education on healthy eating, and referrals to healthcare and critical social services.

## FUN FACTS

**OREGON WIC WAS THE FEATURED PUBLIC HEALTH NUTRITION PROGRAM FOR THE 2019 APHA CONFERENCE VIDEO SHORTS.**

**11,000 ADDITIONAL WIC PARTICIPANTS WERE ABLE TO PURCHASE FRESH LOCAL PRODUCE IN 2018 THANKS TO FUNDING FROM THE OREGON LEGISLATURE.**

**OREGON WIC PROVIDE FUNDING TO LOCAL AGENCIES TO IMPROVE CLINIC ENVIRONMENTS IN 29 CLINIC SITES USING A TRAUMA INFORMED LENS AND NATIONAL WIC BRANDING.**

## FROM OUR PARTICIPANTS

*"If I could tell policy makers one thing, it would be never question the importance of this program. I see so many children thrive my own included and that makes such a difference because we can reverse poor health in other families just by taking care of one generation of kids. If WIC wasn't around my life would definitely be different."*

**WIC PARTICIPANT, OREGON**

*"As a store manager we see lots of WIC recipients in our store. I truly believe in the program as it helps pregnant mothers and their children get nutritional food, educates mothers, helps with health care. It is definitely one of the best governed programs available. As far as business goes it really helps with a steady source of sales. I also think it helps the community to have this resource available."*

**WIC VENDOR, OREGON**

## WHO PARTICIPATES IN WIC?

Oregon WIC Participation FY 2017



Pregnant Women	7,511
Fully Breastfeeding Women	6,136
Total Breastfeeding Women	8,045
Postpartum Women	4,798
Infants	18,881
Children	50,299
Total	89,534
Coverage (% eligible)	53.50%

Sources: USDA FNS WIC Program Data FY2017 <https://www.fns.usda.gov/pd/wic-program>; U.S. Department of Agriculture, Food and Nutrition Service, Office of Policy Support. National- and State-Level Estimates of (WIC) Eligibles and Program Reach in 2015. Note: The number of Fully Breastfeeding Women is included in the number of Total Breastfeeding Women.

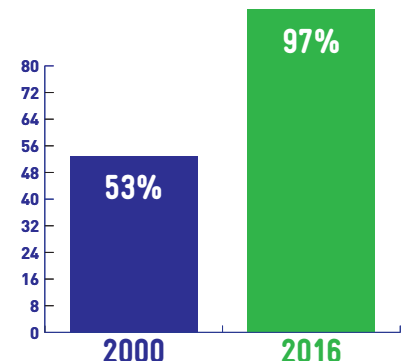
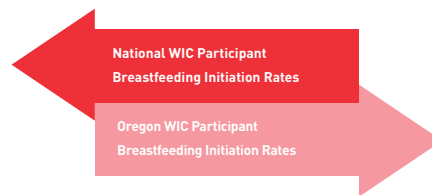
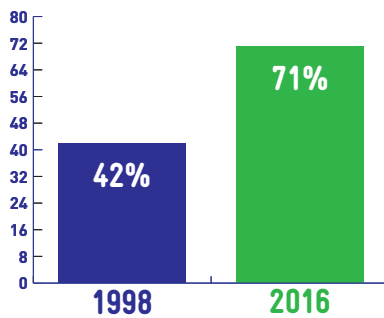
## WIC IS EFFICIENT

Oregon WIC Food and Nutrition Services Benefits FY 2017

Average monthly food value per participant	\$35.00
Net federal food cost	\$37,605,784
Competitive bidding savings	\$13,948,855
Nutrition, client services, and program management	\$23,810,858
Total funds to state	\$75,365,497

Source: USDA FNS WIC Program Data FY2017 <https://www.fns.usda.gov/pd/wic-program>

## BREASTFEEDING



Source: USDA 2016 WIC Participant and Program Characteristics (PC) Report. PC data allows for standardized comparisons to demonstrate overall progress. Some states collect more data than required by the PC Report and may yield different and more current results than shown.

## EBT STATUS

Oregon has implemented WIC EBT/eWIC statewide. All state WIC programs must transition from paper vouchers to electronic benefit transfer cards (EBT) by 2020.

## WIC SUPPORTS MILITARY FAMILIES

Oregon WIC staff are trained to accept military WIC Overseas VOC and they do not count on- or off-based military housing direct payments as income.

## CONTACT DETAILS

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