WIC IMPROVES HEALTH OUTCOMES FOR OREGON FAMILIES

WIC welcomes all eligible Women, Infants and Children (WIC). Our goal is to get pregnant women into WIC early and keep families benefiting 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.

Anna’s friend refers her to WIC, and she is seen early in her 1st trimester.

Anna uses her WICShopping phone app and eWIC card to buy nutritious foods.

WIC encourages Anna to apply for SNAP to stretch her food budget.

Anna joins a WIC breastfeeding peer counseling group and designs a breastfeeding plan to share with her health care provider.

At Tommy’s 1st WIC appointment, Anna talks with a WIC International Board Certified Lactation Consultant (IBCLC).

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

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

Tommy is 1!
WIC assesses his growth and hemoglobin status. Anna learns about toddler foods.

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

WIC WORKS!
- Tommy can have up to 21 WIC contacts in 5 years. He gets 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.