

2023 OREGON WIC DATA

JACKSON COUNTY HEALTH AND HUMAN SERVICES

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.

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



7199

Women, infants and children participated in WIC

37%

of all pregnant women served by WIC

4194

WIC families served



77%

are working families

3 OUT OF 4



participants are infants and children under five

BREASTFEEDING

98%

of WIC moms start out breastfeeding

49%

of WIC moms breastfed exclusively for six months

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ECONOMIC BENEFITS OF WIC

30 LOCAL STORES ACCEPTING WIC:

- 8 Independent stores
- 3 Local or regional chains
- 9 National chain stores
- 7 Pharmacies

\$3,675,693

Total WIC dollars spent
by participants
at local stores

ALL STORES THAT ACCEPT WIC 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.

36 PARTICIPATING FARMERS

at local farmers markets
and farm stands

\$34,360

FDNP dollars paid
to local farmers

WIC CLINIC SITES

Ashland, Medford, White City

For more details about these numbers, please visit:

<https://www.oregon.gov/OHA/PH/HEALTHYPEOPLEFAMILIES/WIC/Pages/annual.aspx>

541-774-8203

https://www.jacksoncountyor.gov/departments/health_human_services/programs_and_services/public_health/wic/index.php

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