

2023 OREGON WIC DATA

MARION 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



6898

Women, infants and children participated in WIC

41%

of all pregnant women served by WIC

3907

WIC families served



76%

are working families

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

92%

of WIC moms start out breastfeeding

40%

of WIC moms breastfed exclusively for six months

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ECONOMIC BENEFITS OF WIC

31 LOCAL STORES ACCEPTING WIC:

- 5 Independent stores
- 7 Local or regional chains
- 7 National chain stores
- 12 Pharmacies

\$3,529,527

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.

45 PARTICIPATING FARMERS

at local farmers markets
and farm stands

\$44,092

FDNP dollars paid
to local farmers

WIC CLINIC SITES

Salem (3 locations), Santiam, Silverton, Woodburn

For more details about these numbers, please visit:

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

503-588-5057

www.co.marion.or.us/HLT/PH/WIC

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Revised 3/19/2024