

# 2023 OREGON WIC DATA

## NORTH CENTRAL PUBLIC HEALTH DISTRICT

### 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 outcomes<sup>1</sup>.

The American Academy of Pediatrics identifies three foundations of healthy child development:

- **Stable, Responsive Relationships**
- **Safe, Supportive Environments**
- **Appropriate Nutrition<sup>2</sup>**

WIC is the premier public health nutrition program and it supports all three of these developmental foundations.



<sup>1</sup> Fingar et al, *Journal of Maternal and Child Health*, 2017    <sup>2</sup> American Academy of Pediatrics, *Policy statement*, 2012

### WHO WE SERVED



1072

Women, infants and children participated in WIC

29%

of all pregnant women served by WIC

674

WIC families served



71%

are working families

3 OUT OF 4



participants are infants and children under five

### BREASTFEEDING

94%

of WIC moms start out breastfeeding

44%

of WIC moms breastfed exclusively for six months

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### ECONOMIC BENEFITS OF WIC

#### 3 LOCAL STORES ACCEPTING WIC:

- 1 Independent store
- 0 Local or regional chains
- 1 National chain store
- 1 Pharmacy

# \$531,504

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.

# 20 PARTICIPATING FARMERS

at local farmers markets  
and farm stands

# \$6,624

FDNP dollars paid  
to local farmers

#### WIC CLINIC SITES

Maupin, Moro, The Dalles

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*For more details about these numbers, please visit:*

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

**541-506-2610**

<https://www.ncphd.org/wic>

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