

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



114,863

Women, infants and children participated in WIC

31%

of all pregnant women served by WIC

67,585

WIC families served



71%

are working families

3 OUT OF 4



participants are infants and children under five

BREASTFEEDING

95%

of WIC moms start out breastfeeding

33%

of WIC moms breastfed exclusively for six months



2023 DATA - OREGON WIC PROGRAM

ECONOMIC BENEFITS OF WIC

504 LOCAL STORES ACCEPTING WIC:

- 169 Independent stores
- 135 Local or regional chains
- 132 National chain stores
- 72 Pharmacies

\$59.6 MILLION

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.

750 PARTICIPATING FARMERS

at local farmers markets
and farm stands

\$701,952

FDNP dollars paid
to local farmers

WIC CLINIC SITES

119 WIC clinics across Oregon

For more details about these numbers, please visit:

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

Contact the Oregon WIC Program

971-673-0040

www.healthoregon.org/wic

You can get this document in other languages, large print, braille, or a format you prefer. We accept all relay calls, or you can dial 711.

Revised 3/19/2024