MISSION OF WIC

To assure healthy pregnancies, healthy birth outcomes and healthy growth and development for women, infants and children up to age 5 who are at nutritional risk, by providing nutritious supplemental foods, breastfeeding promotion and support, education on healthy eating, and referrals to healthcare and critical social services.

WHO PARTICIPATES IN WIC?

Oregon WIC Participation FY 2017

- Pregnant Women: 7,511
- Fully Breastfeeding Women: 6,136
- Total Breastfeeding Women: 8,045
- Postpartum Women: 4,798
- Infants: 18,881
- Children: 50,299
- Total: 89,534
- Coverage (% eligible): 53.50%


FUNCTION FACTS

OREGON WIC WAS THE FEATURED PUBLIC HEALTH NUTRITION PROGRAM FOR THE 2019 APHA CONFERENCE VIDEO SHORTS.

11,000 ADDITIONAL WIC PARTICIPANTS WERE ABLE TO PURCHASE FRESH LOCAL PRODUCE IN 2018 THANKS TO FUNDING FROM THE OREGON LEGISLATURE.

OREGON WIC PROVIDE FUNDING TO LOCAL AGENCIES TO IMPROVE CLINIC ENVIRONMENTS IN 29 CLINIC SITES USING A TRAUMA INFORMED LENS AND NATIONAL WIC BRANDING.

FROM OUR PARTICIPANTS

“As a store manager we see lots of WIC recipients in our store. I truly believe in the program as it helps pregnant mothers and their children get nutritional food, educates mothers, helps with health care. It is definitely one of the best governed programs available. As far as business goes it really helps with a steady source of sales. I also think it helps the community to have this resource available.”

WIC VENDOR, OREGON

“It if I could tell policy makers one thing, it would be never question the importance of this program. I see so many children thrive my own included and that makes such a difference because we can reverse poor health in other families just by taking care of one generation of kids. If WIC wasn’t around my life would definitely be different.”

WIC PARTICIPANT, OREGON
WIC IS EFFICIENT
Oregon WIC Food and Nutrition Services Benefits FY 2017

- Average monthly food value per participant: $35.00
- Net federal food cost: $37,605,784
- Competitive bidding savings: $13,948,855
- Nutrition, client services, and program management: $23,810,858
- Total funds to state: $75,365,497

Source: USDA 2016 WIC Participant and Program Characteristics (PC) Report. PC data allows for standardized comparisons to demonstrate overall progress. Some states collect more data than required by the PC Report and may yield different and more current results than shown.

BREASTFEEDING

- Oregon WIC Participant Breastfeeding Initiation Rates: 53% in 2000, 97% in 2016

Source: USDA 2016 WIC Participant and Program Characteristics (PC) Report. PC data allows for standardized comparisons to demonstrate overall progress. Some states collect more data than required by the PC Report and may yield different and more current results than shown.

EBT STATUS
Oregon has implemented WIC EBT/eWIC statewide. All state WIC programs must transition from paper vouchers to electronic benefit transfer cards (EBT) by 2020.

WIC SUPPORTS MILITARY FAMILIES
Oregon WIC staff are trained to accept military WIC Overseas VOC and they do not count on- or off-based military housing direct payments as income.

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