176,016
Oregon women, infants and children served by WIC

63%
of women who gave birth in rural Oregon counties were served by WIC

$69.4 million
spent at WIC-authorized grocery stores, pharmacies, farm stands and farmers’ markets

$6.2 million
of the $69.4 million was spent on fruits and vegetables at stores, farm stands and farmers’ markets

$1.2 million
in sales to 744 farmers through the Farm Direct Nutrition Program (see back page for more information)

Our vision
Oregon families have the resources and knowledge to achieve optimal nutrition and lifelong health.

Our mission
Assure the provision of premier public health nutrition services by providing leadership, guidance and resources to local WIC programs, retailers and partners.

Contact us
Oregon WIC Program
800 NE Oregon St #865
Portland, OR 97232
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Making connections that matter
Overview

In fall 2011, the Oregon Nutrition and Health Screening Program, also known as the WIC (Women, Infants and Children) Program, received a national bonus award in recognition of our high rate of breastfeeding among WIC participants. These funds allowed us to issue competitive grants for collaborative and sustainable breastfeeding projects throughout the state.

In 2012, this effort distributed more than half a million dollars to 22 projects in 25 counties.

Funded projects aligned with the 2011 Surgeon General’s Call to Action to Support Breastfeeding and highlighted focus areas with the most potential to impact the population:

- Developing and strengthening breastfeeding coalitions
- Assisting hospitals in achieving Baby-Friendly designation
- Creating worksite policies to support breastfeeding
- Working with child care providers to offer training on supporting breastfeeding mothers and feeding breastmilk to babies

The four projects highlighted here are innovative examples of local WIC agencies partnering with their communities in support of breastfeeding families.

For more information on these and other projects supported by the bonus funds, see our 2012 Breastfeeding Special Projects Grants Report, available on the Annual Report page of our website at www.healthoregon.org/wic
2012 WIC funding

WIC is supported by funding from the following sources:

- U.S. Department of Agriculture
- State and federal funds for the Farm Direct Nutrition Program
- Local government funds
- Provider agency and community contributions
- Infant formula rebates

Connecting families to local farmers

In 2012 the Oregon WIC program channeled $841,598 from the breastfeeding bonus award to the WIC Farm Direct Nutrition Program, allowing us to dramatically increase the number of women and children receiving WIC Farm Direct checks. While in prior years limited funding meant that only 1 in 4 eligible WIC participants could receive these checks, in 2012 funds were sufficient to serve nearly all eligible participants. This was a unique year in the history of the Oregon WIC Farm Direct Nutrition Program and efforts are under way to evaluate the season.

What participants say about WIC

"When I got pregnant with my son at 16, I had no idea what to expect. But with help from WIC, I got all the information I needed, from newborn care to breastfeeding to toddlers."

"If I didn't have WIC, my family and I would be struggling to buy the nutritious food we need for my girls to stay healthy."

"WIC is the only place I hear 'good job' for nursing my children for the past two years. Not even my doctor says that!"

-Oregon WIC participant testimonials, September 2012

WIC is an equal opportunity program and employer.