

OREGON WIC: NEXT GEN

2016 ANNUAL REPORT



800 N.E. Oregon St., Suite 865
Portland, OR 97232 • 971-673-0040
www.healthoregon.org/wic

WIC: CREATING A NETWORK FOR A HEALTHY START

WIC (Women, Infants and Children) keeps families eating healthy foods - WIC provides healthy food, a nutritionist's support, and guidance on how to shop for, prepare and incorporate healthy meals into participants' lives. **That is something only WIC can deliver.**

HOW DO WE DO IT?



NUTRITION EDUCATION

We give our participants access to healthy food and teach them how to use it to nourish their families.

WIC requires grocery retailers to stock a minimum of 10–20 kinds of fruits and vegetables for WIC participants. This has increased community access to these foods.



BREASTFEEDING SUPPORT

A growing body of research indicates that the foundations for lifelong health, including predispositions to obesity and chronic diseases, are largely set during pregnancy and infancy. WIC promotes and supports breastfeeding as a critical component of early nutrition.



COMMUNITY RESOURCES

Through referrals, WIC connects families with support beyond what we provide. WIC puts families in touch with the services, specialists and health care providers they need to be healthy across every facet of their lives.

'LOVE 'N WEIGH' : A WIC SUCCESS STORY

Love 'n Weigh is a peer breastfeeding support group that is run through Multnomah County WIC. This program gives moms the opportunity to receive the extra attention and support they need during breastfeeding. With the help of **Mary Wachsmuth, IBCLC**, Rachele Universe found out her second son, Mason, had tongue-tie; a condition that makes it difficult for babies to latch during breastfeeding. Wachsmuth was able to identify the issue and support Rachele's efforts to continue breastfeeding successfully. You can watch the video [here](#).



"Oregon has a tradition of healthy communities built around abundant natural resources, caring for our neighbors and a spirit of innovation ... we realize that health benefits are not evenly spread across the population, and more must be done to improve the health of all people in Oregon."

- Oregon State Health Improvement Plan

WIC's alignment with the State Health Improvement Plan (SHIP):

Slow the increase of obesity

WIC FOODS are nutrient-dense, low-fat and low-sugar foods that support healthy weight and growth in pregnancy and throughout early childhood.

WIC SUPPORTS the Centers for Disease Control and Prevention's recommendations for obesity prevention by promoting healthy pregnancies, breastfeeding, quality nutrition and physical activity for young children.

Improve oral health

WIC ENCOURAGES early childhood caries screening and prevention.

WIC PARTNERS with dental staff to apply fluoride varnishes in WIC clinics.

Reduce harm associated with alcohol and substance abuse

WIC SCREENS all pregnant and postpartum women for risk factors associated with alcohol and substance abuse and refers as needed.

eWIC

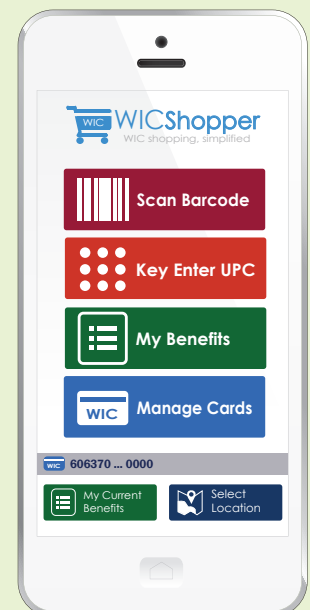
By July 1, 2016, all WIC benefits were successfully converted to an electronic benefits card, known as eWIC.



Every month WIC families use their eWIC cards to make **190,000 shopping trips** to put over **\$4.4 million** back into local economies.

Oregon WIC offers a free smartphone app, called **WICShopper**, to eWIC cardholders. The app helps families keep track of their benefits and find the right foods at the store.

In 2016 more than **42,000 cardholders** used the app to manage their WIC benefits and shop for healthy WIC foods. The WICShopper app also increases accessibility to non-English speakers by providing our WIC Food List in seven languages.



WIC NUMBERS: 2016

145,599

Oregon women, infants and children were served by WIC.

• 41,603 women • 103,996 infants and children



52%

of women living outside of metro/urban areas used WIC during their pregnancy.

37%

of pregnant women used WIC in **metro** counties (Benton, Clackamas, Columbia, Deschutes, Jackson, Josephine, Lane, Linn, Marion, Polk, Multnomah, Washington, Yamhill)

\$55.2 MILLION

in WIC benefits were spent at authorized grocery stores, pharmacies, farm stands and farmers markets during the federal fiscal year.

\$492,588

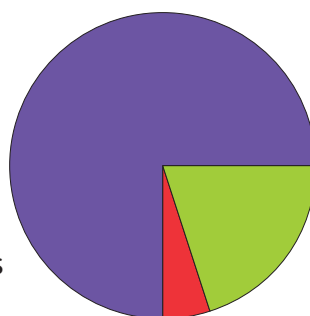
in WIC Farm Direct Nutrition Program (FDNP) benefits were spent at authorized farm stands and farmers markets.

The FDNP provides fresh, locally grown fruits and vegetables and education on selecting and preparing fresh produce while supporting local farmers markets and farmers. FDNP includes 665 authorized farmers.

2016 WIC FUNDING

WIC FUNDING 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



75% Healthy food

20% Participant, nutrition and breastfeeding services

5% Administration

MISSION

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

VISION

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

Oregon
Health
Authority

PUBLIC HEALTH DIVISION
Nutrition & Health Screening
Program for Women, Infants & Children

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