Percent of all pregnant women served by WIC

Jackson County ........................................ 56%
Statewide ............................................... 45%

Women, infants and children who participated in WIC

Total: 10,248

Infants and children under 5 .................................. 7,233
Pregnant, breastfeeding and postpartum women ............... 3,015

WIC families

Number of families served .................. 4,387
Working families ................................. 65%

Breastfeeding

WIC moms who start out breastfeeding ....................... 96%

Economic benefits of WIC

Total dollars spent by this agency’s participants at local WIC retailers for healthy foods ....................... $3,902,237

WIC Farm Direct Nutrition Program

The Farm Direct Nutrition Program (FDNP) provides families an additional source of nutritious food and education on selecting and preparing fresh produce. FDNP also supports local farmers’ markets and farmers.

FDNP dollars spent by this agency’s participants and paid to local farmers .................................................. $20,268

WIC services

- Individual assessment of growth
- Education and counseling on nutrition and physical activity
- Breastfeeding partnerships with birthing hospitals, support through peer counseling and education
- Nutritious foods purchased with WIC vouchers
- Immunization screening and referral
- Referral to other preventive health services
WIC clinic sites

Medford
Ashland*
Rogue River*

WIC-authorized grocery stores in this county

31 WIC-authorized stores:
- 4 Independent stores
- 13 Large regional or national chain stores
- 10 Small chain stores
- 4 Pharmacies

WIC and FDNP-authorized farmers in this county

68 Farmers at 5 farmers’ markets
18 Farm stands

About the Data

Percent of all pregnant women served by WIC: This estimate is based on provisional 2013 birth certificate data for Oregon residents and reported by county. The birth certificate asks women whether they received WIC services for one or more months during pregnancy. This may include women who went to a different WIC agency.

Women, infants and children participating: The number of women, infants and children who enrolled in and received WIC services from this agency in 2013.

WIC families: This section shows selected participant demographics at the local WIC agency. A Working family is defined as a household with at least one wage-earning family member.

Breastfeeding: Initiation of breastfeeding by mothers who gave birth during 2013, as reported by the mother. This includes women who received services at this agency.

Economic benefits of WIC: WIC benefits issued and redeemed by participants from this agency during 2013. Benefits were spent at WIC authorized stores and with farmers who accept the Fruit and Veggie Vouchers.

WIC Farm Direct Nutrition Program (FDNP): The dollar amount issued by this agency and spent by local participants with a FDNP-authorized farmer in 2013.

WIC clinic sites: * indicates a satellite site that operates less than once a week.

WIC authorized stores: Independent stores are Oregon-owned retailers with only one location, ranging in size from small neighborhood stores to full service grocery stores. Small chain stores have multiple locations under one owner and are primarily locally-owned, but may be owned by companies in contiguous states (WA, CA, ID, and NV). Large chain stores include either regional or national retailers with multiple store locations inside and outside of Oregon.

WIC and FDNP-authorized farmers: The Number of farmers at farmers’ markets estimates how many FDNP farmers attend a farmers’ market within that county. This number is based on the markets where the farmer intends to sell when he/she applies to FDNP. Most farmers who accept FDNP also accept the monthly WIC Fruit and Veggie Vouchers (FVs).