

## WIC IMPROVES HEALTH OUTCOMES FOR OREGON FAMILIES

WIC welcomes all eligible Women, Infants and Children. Our goal is to get pregnant women into WIC early and keep families benefitting from our essential services until their children turn 5. WIC families are diverse. Moms, dads, grandparents, and foster families are all part of the WIC experience. This is what one family's WIC lifecycle looks like.

At Tommy's 1st WIC appointment, Anna joins in a WIC breastfeeding peer Anna uses her WICShopper Anna's friend refers her to Anna talks with a WIC International counseling group and designs a phone app and eWIC card WIC encourages Anna WIC and she is seen early **Board Certified Lactation Consultant** breastfeeding plan to share with her to purchase nutritious to apply for SNAP to in her 1st trimester. (IBCLC). health care provider. foods. stretch her food budget. Because this is her first **Baby Tommy is born!** At her WIC visit, Anna WIC refers Anna to the pregnancy, WIC refers Anna to Anna meets with her WIC counselor. She is referred to OHP to A healthy 7 lb 2 oz, he is born by family planning clinic. Nurse Family Partnership for expresses concern about weight gain. establish her Primary vaginal birth in a Baby-Friendly home visiting services. Together, they develop a plan for Care Home. hospital that honors Anna's birth exercise and healthy snacks. plan and supports her Tommy is screened by the breastfeeding goals. First Tooth project, which Anna takes her first online nutrition Tommy is 3! is co-located in the WIC education class and learns about food His hemoglobin is low and clinic. jags and how parents are role models Now that **Tommy** is 2, his he is referred to the WIC Dad takes Tommy to a WIC for healthy eating behaviors. food package transitions Fun & Fitness class. They learn Registered Dietitian to lowfat milk. about low-cost ways to stay Nutritionist. active and play together. WIC continues to screen for immunizations and refers Tommy to his The WIC dietitian rechecks Tommy's iron status and offers Tommv is 2! doctor to update his vaccinations. suggestions for improving his diet. She also helps Anna look His body mass index for iron-rich recipes on the Food Hero website. WIC follows (BMI) looks great! up with his doctor for care coordination. **WIC WORKS!** Tommy turns 5 and graduates from WIC! Anna is pregnant again! She re-enrolls in WIC and **Anna** continues with WIC to support referrals to community programs. learns about food safety for good nutrition for her next child—the Tommy is 4! pregnant women. His growth looks great and whole family benefits! his iron status has **Tommy** is referred improved. addition to the core services. to Head Start. He attends a WIC nutrition education class with Anna. and more. It's Summer! Anna and Tommy get checks to buy fresh

> fruit and veggies at their farmers market. Plus, Tommy enjoys the Summer Meals program at the park.



Tommy, Anna and Dad attend a Baby & Me class and learn about baby behavior, including hunger and sleep cues. Dad downloads the Vroom app.

> **Tommy** receives additional WIC benefits to buy fresh fruits and veggies.

## Tommy is 1!

WIC assesses his growth and hemoglobin status. **Anna** learns about toddler foods.

- Tommy can have up to 21 WIC contacts in 5 years. He receives foundational services of nutrition education, healthy food, and
- Anna can have up to 8 WIC contacts during her pregnancy and through her first year postpartum. She receives health screenings, breastfeeding support and nutrition counseling, in
- They get a monthly benefit to buy fruit, veggies, whole grains