

Oregon WIC 2012 Annual Report



176,016

Oregon women, infants and children served by WIC

Our vision

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

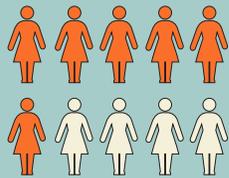
Our mission

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



Contact us

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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)

Making connections that matter

Strengthening Oregon families through breastfeeding partnerships

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

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

Multimedia toolkit for foster parents and caregivers

Key partners: Washington County WIC, Ayla Birth, Healthy Communities Program, Coffee Creek Correctional Facility, Oregon Department of Human Services Child Welfare Office

Highlights: Created a multimedia toolkit educating foster care and other alternative caregivers about the importance and safe handling of breast milk. It emphasizes challenges and barriers experienced by incarcerated mothers who want to provide breast milk to their child. Focus groups with foster families, alternative caregivers and incarcerated mothers helped inform the educational video that is now available online and in the foster family library.



Washington



Hood River

Journey to Baby-Friendly

Key partners: Hood River County WIC, Providence Hood River Memorial Hospital

Highlights: Helped the local hospital pursue "Baby-Friendly" designation through staff training and the creation of a model breastfeeding policy, a Baby-Friendly Task Force and hospital curricula for the Mother-Baby Unit. They also developed a new follow-up process to support breastfeeding at home for WIC participants leaving the hospital.

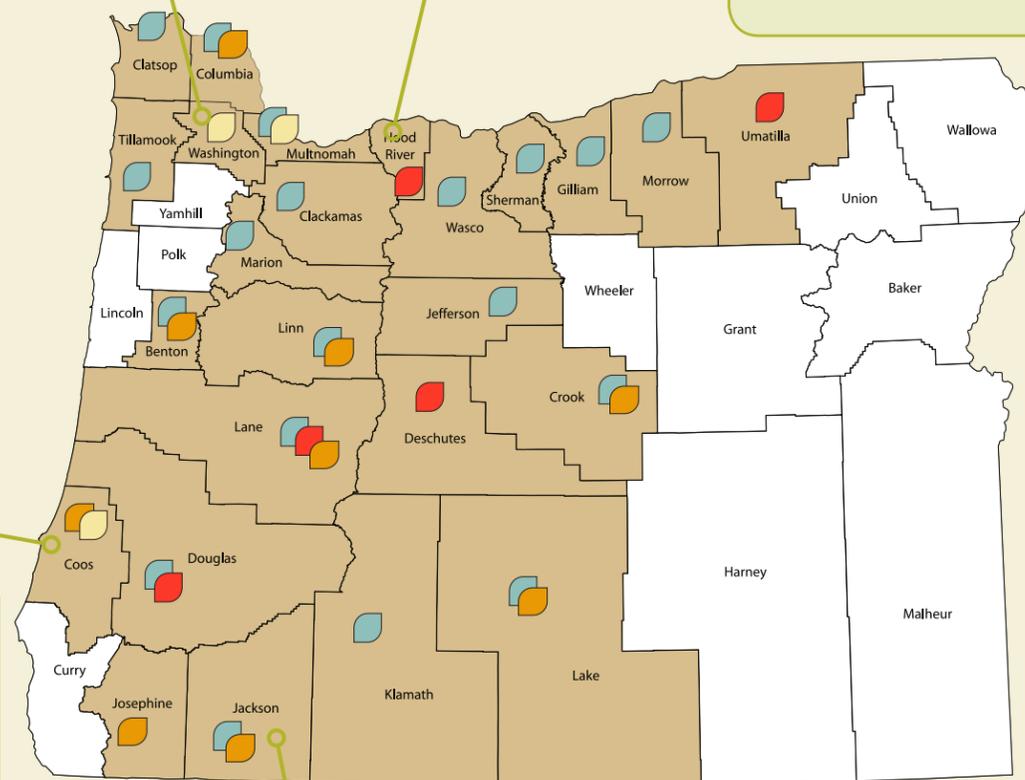


Coos

Mother's milk, nature's way

Key partners: Coos County WIC, Healthy Communities Program, Coos County Breastfeeding Coalition, South Coast Early Head Start, KCBY/KVAL TV and local radio media

Highlights: Created a public service ad campaign (radio and TV) emphasizing breastfeeding as the natural standard for babies. The campaign targeted new parents and included messages relevant to the local culture and rural communities. The partnership also worked with local businesses to encourage them to become a Breastfeeding Mother-Friendly Employer.



Project focus areas

- Coalition development
- Baby-friendly hospital initiatives
- Worksite policy
- Child care



Jackson

Normalizing breastfeeding

Key partners: Jackson County WIC, Southern Oregon Lactation Association

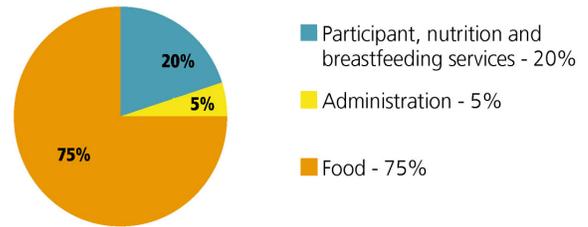
Highlights: Created a traveling exhibit of life-size cutouts featuring local women who breastfeed with messages such as, "Oregon law protects a woman's right to breastfeed in public." These were used to increase acceptance of woman breastfeeding in public places and were displayed at locations such as county libraries, human resources offices and various health care settings.

2012 WIC funding

WIC is supported by funding from the following sources:

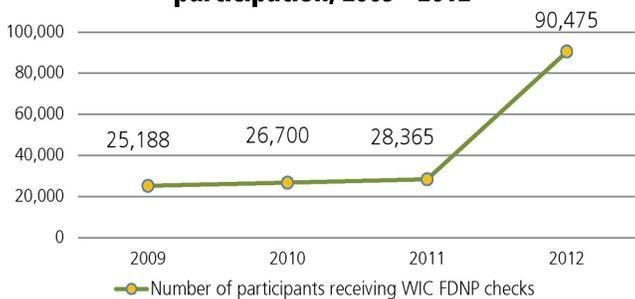
- U.S. Department of Agriculture
- State and federal funds for the Farm Direct Nutrition Program
- Local government funds
- Provider agency and community contributions
- Infant formula rebates

How WIC funds are used



Connecting families to local farmers

WIC Farm Direct Nutrition Program participation, 2009 - 2012



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.