

# Oregon WIC 2013 Annual Report

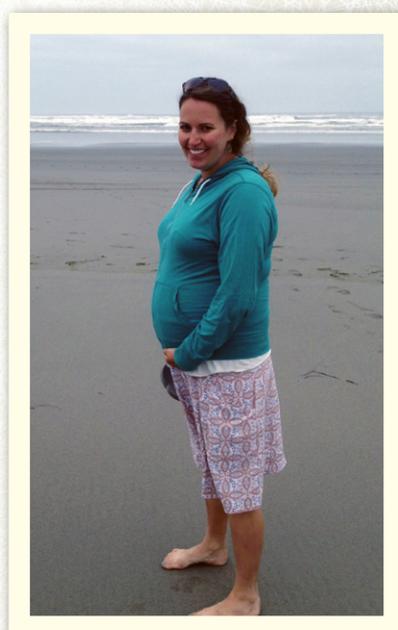
## 40th anniversary edition 1974 - 2014

### 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.



**The Oregon WIC Program** has reached an incredible milestone! Since we started in 1974, WIC has been serving families from the Oregon Coast to the high desert and as far east as the Wallowa National Forest.

## Then...

- WIC started out serving mothers and babies in Oregon at five local WIC offices in 1974: Washington County, Valley Migrant League (which would later become Salud Medical Center), Marion County, Lincoln County, and Maternal and Infant Care (MIC) Project.
- In April 1974, the WIC caseload in Oregon was 2,509 women, infants and children. The caseload had already more than doubled by September of that year, reaching 5,202.
- A typical WIC food package included eggs, milk, cheese, cereal, juice, infant formula and infant cereal.
- In 1977, the total staff serving at the local level consisted of 20 clerks, 21 aides (6 of them bilingual), 19 nurses and 9 nutritionists. At the state level they were assisted by 2 clerks, a program assistant, a program coordinator and 4 nutritionists.



A WIC program participant begins her shopping tour by selecting two gallons of milk. She will pay for it by presenting the proper coupon at the store's check-out stand.

*“An additional benefit of the WIC program, other than that received because of the foods, is that because of the attraction of the food some participants have been drawn into a health care system for the first time where basic prenatal care can be provided and special health programs detected.”*

-Oregon Health Bulletin, March 1977

**1969:** The White House Conference on Food, Nutrition and Health recommends that special attention be given to the nutritional needs of low-income pregnant women and preschool children.

**1972:** WIC is formally created through an amendment to Section 17 of the Child Nutrition Act of 1966. A two year pilot program is established.

**1974:** WIC is operating in 45 states, including Oregon.

**1975:** WIC is established as a permanent program.

**1978:** Child Nutrition Act Amendments establish a national income standard and require that nutrition education be provided to all participants.

As we look back on our 40 years of serving Oregon families we are proud to celebrate with this special anniversary report. It's a great time to be a part of WIC!

## Today...

- The Oregon WIC Program is serving families in all 36 counties through more than 100 clinics operated by 30 local public health agencies, 1 non-profit, 2 tribal organizations and 1 Head Start.
- Today a typical food package includes fresh or frozen fruits and vegetables, whole grains, eggs, milk, cheese, peanut butter or dried beans, cereal and juice. For infants, WIC also provides baby food fruits, vegetables and meats, as well as infant cereals and formulas.
- Today, participants speaking 56 languages are served by 43 state staff and 316 local agency staff, including 69 Registered Dietitians (RDs) and 26 International Board Certified Lactation Consultants (IBCLCs).
- Oregon WIC is currently in the process of moving to an Electronic Benefit Transfer (EBT) system, which will provide benefits to participants via debit cards. This will result in a more efficient and convenient way of providing food benefits to our participants.



An example of a typical food package for an exclusively breastfeeding woman, 2013

*Today, women in WIC are more likely to get prenatal care. Only 7% of women in WIC had inadequate prenatal care, compared to 13% of women not in WIC.*

-Oregon Vital Statistics, 2013 Births (preliminary data)

**1997:** Oregon begins offering Farmers Market Nutrition Program benefits to participants.

**2005:** Breastfeeding Peer Counseling project begins piloting in five Oregon counties.

**2009:** Oregon WIC implements new food package regulations adding fruits, vegetables and whole grains, the first major food package change since the program's creation.

**1992:** Enhanced food package including canned fish and carrots is created to encourage and support breastfeeding mothers.

**2008:** Oregon WIC Listens brings participant centered education and services to the forefront of clinic operations.

**2011:** Oregon WIC begins working towards changing from paper vouchers to EBT.

# WIC: creating positive health outcomes for families

The Oregon WIC Program, also known as the Nutrition and Health Screening Program, provides a bounty of healthy foods to families while promoting nutrition education that builds healthy habits for life. Our breastfeeding initiatives have led the way for ensuring families get the best preventive health from the start. Oregon WIC consistently ranks among the top in the nation for high initiation rates for breastfeeding among WIC moms. With early screening and strong referrals for dental health, immunizations and family planning, participants get connected to their health needs with each visit.

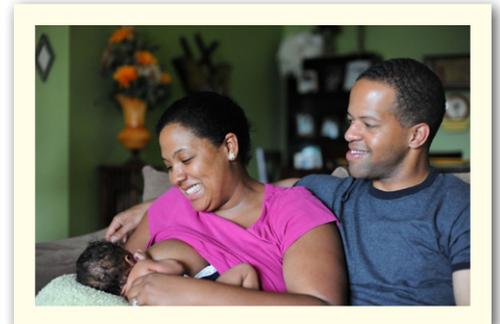
## 1. Providing healthy foods

- Whole grains
- Fruits and vegetables
- Lower fat milk
- Healthy variety of foods



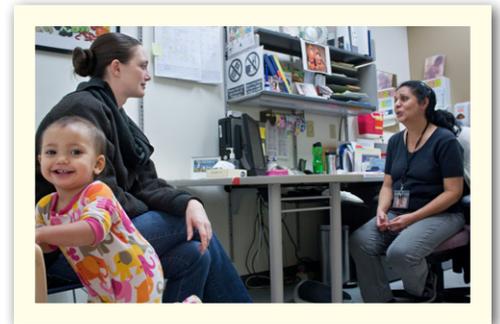
## 2. Providing nutrition education and breastfeeding support

- Classes on a variety of topics including infant cues, prenatal health and family meals
- Breastfeeding classes
- Peer counseling



## 3. Health screening

- Weighing and measuring to monitor growth
- Checking blood iron levels
- Performing health and diet assessments



## 4. Offering referrals to community partners and resources

- Immunizations
- Family planning
- Dental health
- Human service agencies
- Medical providers, Coordinated Care Organizations, other health systems

## What our participants say about WIC

*“WIC is one of the biggest helps through my first pregnancy. I am still working. Just not as much, so all the help WIC gives my child and I is beyond wonderful. WIC keeps the milk, eggs, and cheese on the table. Please keep WIC going.”* -Coos County participant

*“I am a new single mom and WIC helped me become confident enough to take care of my child by myself.”* -Josephine County participant

# 2013 WIC facts



**167,368** Oregon women, infants and children were served by WIC

**57%** of women who gave birth in rural Oregon counties were served by WIC



**\$66.9 million** spent at WIC-authorized grocery stores, pharmacies, farm stands and farmers' markets

**\$365,392** in sales to 744 farmers through the Farm Direct Nutrition Program

**11,664 children** turned 5 years old in 2013 and graduated from WIC ready to enter kindergarten. According to Boston's Children's HealthWatch, participation in WIC can improve school readiness by counteracting childhood food insecurity.

Children in Oregon receiving WIC are **13% more likely** to be up to date on immunizations at 2 years of age than children who aren't receiving WIC.

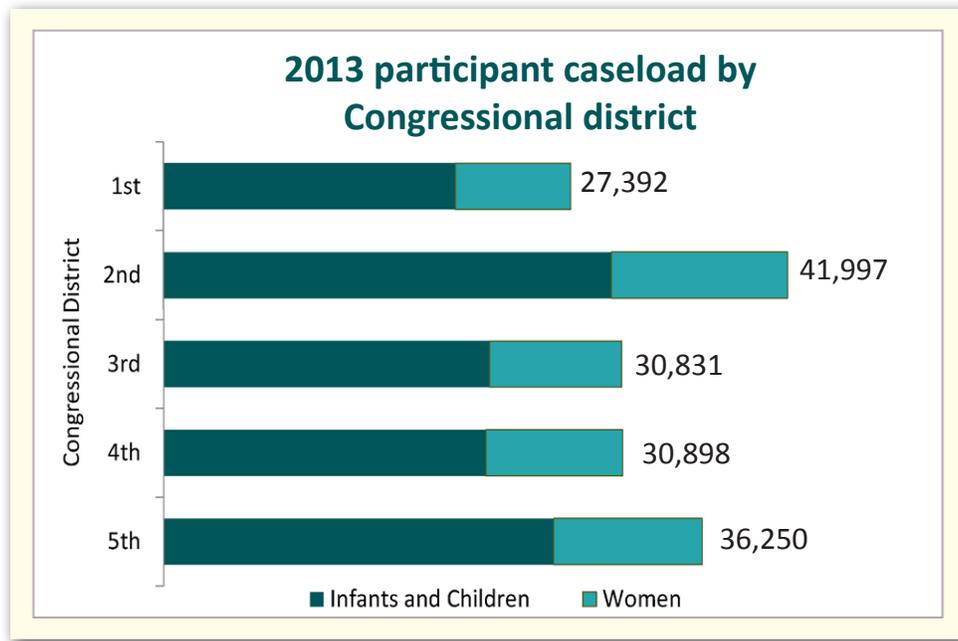


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# WIC's impact across the state



### 2013 participant spending by Congressional district

Congressional district	Federal WIC food dollars spent by participants	Additional Farm Direct Nutrition Program dollars spent by participants
1st	\$ 10,525,032	\$ 56,406
2nd	\$ 17,017,240	\$ 83,008
3rd	\$ 11,935,016	\$ 68,124
4th	\$ 12,355,779	\$ 67,530
5th	\$ 14,851,834	\$ 90,977

### How WIC funds are used

