

About the Data for Oregon WIC Local Agency Fact Sheets

Percent of all pregnant women served by WIC: This estimate is based on provisional 2015 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. If there is more than one agency in a county, this percentage will include participants from multiple WIC agencies.

Women, infants and children participating: The number of women, infants and children who received WIC services from this agency in 2015.

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 is reported by mothers who received WIC services at this agency and gave birth during 2015. The six month exclusive breastfeeding rates are based on infants who turned 6 months old in 2014. Multiple years of data are combined for smaller agencies.

Economic benefits of WIC: WIC benefits issued and redeemed by participants from this agency during 2015. 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 2015.

WIC clinic sites: Sites include main clinics and satellite sites. Some satellite sites are open just once a month and use space in another organization (for example, a church).

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 the county/counties where the WIC agency is located. This number is based on the markets where the farmer intends to sell when he/she applies to FDNP. If a market is open twice a week, it is counted as two separate markets because it can have different vendors and customers. Most farmers who accept FDNP also accept the monthly WIC Fruit and Veggie Vouchers (FVVs).