

WIC Supports Lifelong Health



WIC is Oregon's premier public health nutrition program

WIC serves over 155 thousand Oregon women, infants and children every year. Our program provides essential nutrients during critical times of growth and development to support lifelong health.

WIC serves

- Pregnant women
- Postpartum or nursing women
- Infants and
- Children up to age 5 that meet income eligibility criteria

WIC supports maternal & child health by

- Offering quality participant-centered **nutrition education**
- Providing prescriptive, **nutrient-dense foods** including fruits and vegetables, whole grains, beans, calcium and iron-rich foods
- Serving as a **gateway to preventative healthcare** and social service agencies
- Offering **breastfeeding support & peer counseling**
- **Providing access** to registered dietitian nutritionists and lactation specialists



WIC supports lifelong health

Oregon Health Plan patients that are pregnant, postpartum/nursing women, infants or children up to the age of five, may qualify for WIC. Please refer these patients to WIC.

WIC screens for:

- ✓ immunizations
- ✓ growth & development
- ✓ dietary & feeding patterns
- ✓ oral health

WIC connects families:

- ✓ with a medical and dental home
- ✓ to community resources
- ✓ to health coverage

WIC promotes:

- ✓ a birthing process that boosts the infant's immune system
- ✓ breastfeeding
- ✓ family-centered approach
- ✓ parent/child attachment and positive parenting

WIC strengthens:

- ✓ the economics of the community
- ✓ the emotional connection of our families through motivational interviewing
- ✓ the health of the community by improving access to healthy foods in stores and markets



WIC is the hub for many programs. Please refer eligible patients to WIC. The earlier young families get into WIC, the greater the impact WIC can have on lifelong health.