**HOW WIC HELPS OREGON**

Assuring healthy pregnancies, birth outcomes, growth and development for mothers, babies, and young children to age 5 who are at nutritional risk. Providing nutritious supplemental foods, breastfeeding promotion and support, education on healthy eating, and referrals to healthcare and critical social services.

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**MISSION OF WIC**

**WHO PARTICIPATES IN WIC?**

- **88,970 WIC PARTICIPANTS**
  - Pregnant women: 7,271
  - Breastfeeding women: 7,501
  - Postpartum women: 4,615
  - Infants: 18,302
  - Children: 51,281

- **42%** of infants born in Oregon participated in WIC in 2017

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**CHILDHOOD OBESITY IN WIC IN OREGON**

The obesity rate among WIC toddlers in Oregon decreased by **1 percentage point** between 2010 and 2016.

- Obesity rate among WIC toddlers, 2016: **15%**

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**OREGON WIC PARTICIPANT CHARACTERISTICS**

- **$21,680** average family income in 2018
- **89%** received Medicaid in 2018
- **$35.98** average monthly food cost in FY 2019

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**COVID-19 Response**

Oregon WIC received at least 10 waivers, including physical presence and additional varieties of cheese, fruits, and vegetables.

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**BREASTFEEDING IN WIC**

Oregon WIC breastfeeding initiation rates increased by **36 percentage points** between 2000 and 2018.

- 2018: 89%
- 2000: 53%

Among WIC infants who initiated breastfeeding in Oregon in 2018, **39 percent** continued breastfeeding at 6 months.

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**MORTALITY AND BIRTH OUTCOMES IN OREGON**

- Maternal mortality per 100,000 births, 2010–2015: **13.7**
- Infant mortality per 1,000 live births, 2017: **5.0**
- Preterm birth rates, 2017: **8%**

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**HOW WIC SUPPORTED THE OREGON ECONOMY IN FY 2019**

- **$35.1M** to spend at food retailers
- **$13.5M** formula rebates received
- **$23.9M** nutrition, breastfeeding services & admin

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**State WIC Director**

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Please direct all questions to NWA at 202.232.5492

visit nwica.org

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**Vegetables.**