

HOW WIC HELPS OREGON



State WIC Director

Tiare Sanna
800 NE Oregon Street, Suite 865
Portland, OR 97223

971.337.5530
tiare.t.sanna@oha.oregon.gov

Mission of WIC

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.



44%

OF INFANTS BORN
IN OREGON
PARTICIPATE IN WIC



61%

OF ELIGIBLE INDIVIDUALS
IN OREGON
PARTICIPATE IN WIC

WHO PARTICIPATES IN WIC IN OREGON?

77,942

WIC
PARTICIPANTS

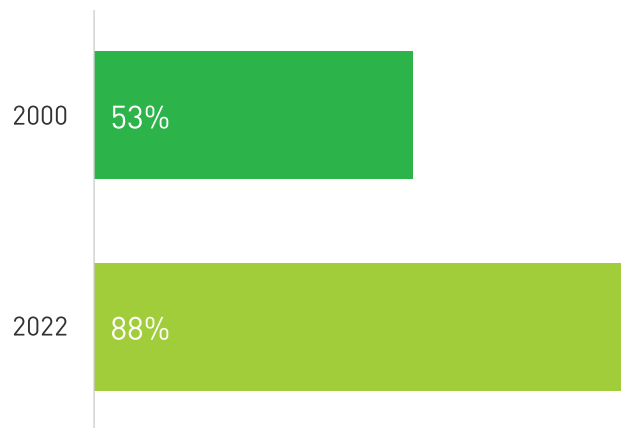
Pregnant women.....	5,961
Breastfeeding women...	7,374
Postpartum women.....	3,656
Infants.....	15,344
Children.....	45,607

MORTALITY AND BIRTH OUTCOMES

Maternal mortality per 100,000 births, 2018-2022...	16.6
Infant mortality per 1,000 live births, 2022.....	4.5
Preterm birth rate, 2022.....	9%

BREASTFEEDING IN WIC

Oregon WIC breastfeeding initiation rates increased by **67 percent** between 2000 and 2022.



Among WIC infants who initiated breastfeeding in Oregon in 2022, **34 percent** continued breastfeeding at 6 months.

OREGON WIC PARTICIPANT CHARACTERISTICS

\$25,340

AVERAGE FAMILY
INCOME

\$53.60

AVERAGE
MONTHLY FOOD
COST IN 2024

93%

RECEIVED
MEDICAID

HOW WIC SUPPORTED THE OREGON ECONOMY IN FY 2024

\$50.1M

TO SPEND AT FOOD
RETAILERS

\$13.6M

FORMULA REBATES
RECEIVED

\$29.6M

NUTRITION,
BREASTFEEDING
SERVICES & ADMIN

Sources: WIC eligible individuals participating from USDA WIC Eligibility Estimates report for 2022 (<https://www.fns.usda.gov/research/wic/ee-2022>). WIC participants and economic impact from USDA WIC Data Tables for fiscal year (FY) 2024 (<https://www.fns.usda.gov/pd/wic-program>) as of January 21, 2025. Participant characteristics for 2022 and WIC breastfeeding and rates for years displayed from USDA WIC Participant and Program Characteristics reports (<https://www.fns.usda.gov/research/wic/participant-program-characteristics-2022>). Maternal mortality from America's Health Rankings (https://www.americashealthrankings.org/explore/measures/maternal_mortality_c). Infant mortality and preterm birth rate from CDC (https://www.cdc.gov/nchs/pressroom/stats_of_the_states.htm).