



Deschutes County

2007 WIC Facts

DHS Public Health Division, Special Supplemental Nutrition Program for Women, Infants & Children

Pregnant women served by WIC

County 37%
 Statewide 40%

Women, infants and children served

Total: 6,766

Infants and children under 5 4,634
 Pregnant, breastfeeding and postpartum women 2,132

WIC moms who start out breastfeeding

93.2%

WIC and the Farm Direct Nutrition Program benefit your local economy

Dollars to grocery stores \$2.9 million
 Dollars to farmers..... \$13,980

WIC families in your county

Number of families served 2,714
Working families 77.2%
 WIC households with at least one working family member
Families living in poverty..... 54.9%
 Families of WIC clients with income at or below the federal poverty level (\$1,431 per month for a family of 3)

WIC services in your county

- Individual assessment of growth
- Education and counseling on nutrition and physical activity
- Breastfeeding education and support
- Nutritious foods purchased with WIC vouchers
- Immunization screening and referral
- Referral to other preventive health services

National initiative to strengthen WIC services

The Oregon WIC program is launching a new, participant-centered counseling approach called ***Oregon WIC Listens*** that puts WIC families in the driver's seat as they initiate behavior change.

Oregon WIC Listens emphasizes:

- Empowering WIC participants to build on their existing skills and knowledge as they develop healthy habits.
- Understanding each family's unique strengths and concerns.
- Providing individualized education based on needs identified by the participant.



Deschutes County

2007 WIC Facts

WIC agencies & sites

Deschutes County Health
Department WIC Program

Clinic sites

Bend
LaPine
Redmond

WIC authorized grocery stores

Albertsons	Ray's
Bend Food 4 Less	Ray's Food Place
Ericksons Sentry	Rite Aid
Ericksons Thriftway	Safeway
Fred Meyer	Terrebonne Thriftway
Newport Avenue Market	Wal-Mart Supercenter
Pharmacy Express	Walgreens

WIC authorized farmers' markets & farm stands

Bend Farmers' Market	Fields Farm
Bend Farmers' Market – St. Charles Medical Center	Jones Farms
	Redmond Farmers Market

Contact Oregon WIC

Telephone: 971-673-0040
TTY: 1-800-735-2900
Web: www.oregon.gov/dhs/ph/wic

For persons with disabilities, this document is available in alternate formats. Please call 971-673-0040.

WIC is an equal opportunity program and employer.