

A Picture of WIC in Oregon

2011 Annual Report

OUR VISION

Oregon families have the resources and knowledge to achieve optimal nutrition and lifelong health.

OUR MISSION

Assure the provision of premier public health nutrition services by providing leadership, guidance and resources to local WIC programs, retailers and partners.

177,827

Oregon women, infants and children served

61%

of women in rural Oregon counties who gave birth were served by WIC

Number 1

in the nation for breastfeeding with a 91% initiation rate

\$67.6 million

spent at WIC authorized grocery stores, pharmacies, farm stands and farmers' markets

\$424,316

in sales to 695 farmers through the Farm Direct Nutrition Program



Using mapping technology to target underserved areas

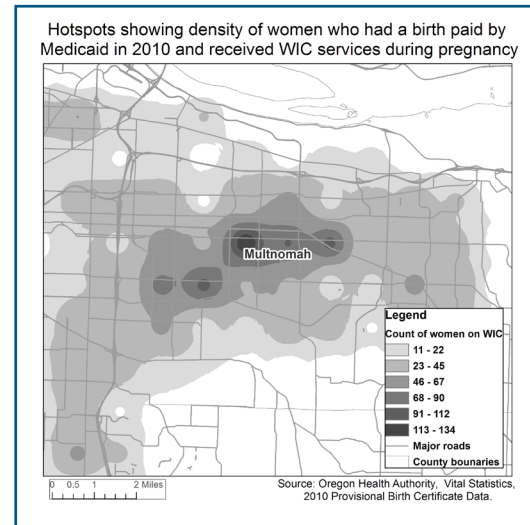
Oregon WIC is using GIS data mapping and analysis technology to help local agencies identify potentially underserved areas and populations in their counties. Five local agencies—Multnomah, Clackamas, Washington, Marion and Salud—partnered with state WIC staff on a project using 2010 birth certificate data to generate maps of Medicaid births in which the mother also received WIC during her pregnancy.

This research found that:

- County-wide averages ranged from 71 percent to 85 percent of mothers served by WIC, but there are significant variations in participation across different racial and ethnic groups.
- All five agencies had geographic areas where the percentage of potentially eligible people not receiving WIC services was substantially higher.

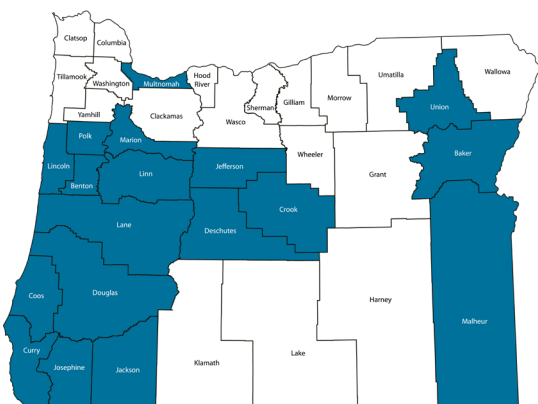
As a result, the agencies have identified strategies to better reach underserved areas, including:

- Targeted outreach plans,
- A proposal for a new clinic location,
- Targeted neighborhood marketing,
- Goals for working with ethnic grocers in underserved areas.



Sample map showing participation density in Multnomah County

WIC and Head Start: efficiency through collaboration



Location of Head Start agencies participating in collaborative efforts

WIC and Head Start programs serve many of the same families. By teaming up, the programs are maximizing resources through the coordination of services. One tangible way to do this is through data-sharing agreements that allow WIC to provide participant data directly to local Head Start programs. This includes height, weight, hemoglobin, and nutrition risks.

Benefits to this kind of collaboration include:

- Minimizes duplicative efforts for families and staff;
- Provides more opportunities for WIC and Head Start to benefit from each other's strengths, expertise and best practices;
- Offers more ways to make a positive impact on good health and nutrition for children and families.

Online classes bring nutrition education home



WIC moms talk about the new online courses:

"It is completely awesome to be able to do these classes online. It was the difference for me between being able to get my WIC vouchers this time or not, as I have been unable to attend classes on-site because of a special needs child and lack of daycare."

"The convenience of being able to do classes on my own time is great! I don't have to worry about child care and I don't miss a class or appointment because I am not feeling well."

WIC now offers online nutrition education classes covering topics such as infant feeding, healthy snacks for kids, healthy eating during pregnancy and cooking with fruits and vegetables, just to name a few. These classes allow families the chance to fulfill part of their WIC nutrition education requirement at a time and place that works for them, without having to worry about work schedules and child care arrangements.

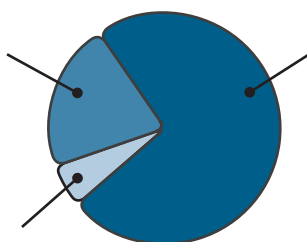
Participation in the online classes has doubled since they were introduced in 2010. Several WIC agencies are now offering this option. Participants are responding favorably to both the content and convenience of the courses.

In September 2011 Oregon was one of six states to receive the **USDA Breastfeeding Bonus Award** for excellence in breastfeeding performance.

2011 WIC funding

How WIC funds are used

Participant, nutrition and breastfeeding services 21%



Food 73%

Administration 6%

WIC is supported by funding from the following sources:

- U.S. Department of Agriculture
- State and federal funds for the Farm Direct Nutrition Program
- Local government funds
- Provider agency and community contributions
- Infant formula rebates

WIC through another lens

Robin Stephenson, public policy advocate with Bread for the World, shares her observations after visiting a WIC clinic for the first time

So often in our work as advocates, we fight for programs but never see the faces that depend on those life-lines. We talk about stats and dollar amounts and we know it's important, but that is just a numbers game. I've seen how food stamps change and protect lives, but never really seen what WIC does. My conclusion after today is this: it's not about the vouchers that mothers get. It's about the dynamic between the *amazing* people who really care about these families and the nutrition education that can lead to a healthier life. I think they feel responsible for every mother and every baby that walks through their door.

“*Their goal is the long-term health of the child.*”

The whole program is set up to teach nutrition. As soon as the families come in, the teaching starts. The most important thing was working with the parents, then having the children come back and seeing the difference in their health when their nutrition improves. They also help families find other programs that can put them on the path to better health. Their goal is the long-term health of the child. One of the main ways to get there is not the food money, but teaching the clients about the importance of breastfeeding and nutrition.

So what I saw today was a room full of happy healthy children and their families. I really think people feel welcomed and cared for. The families were really happy and there were so many beautiful healthy babies. The staff know, with every baby, they are playing the long game and they may never see the result, but they know it makes a better future for the children and their families.



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