



Columbia County

2007 WIC Facts

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

Pregnant women served by WIC

County 30%
Statewide 40%

Women, infants and children served

Total: 1,917

Infants and children under 5 1,353
Pregnant, breastfeeding and postpartum women 564

WIC moms who start out breastfeeding

80.6%

WIC and the Farm Direct Nutrition Program benefit your local economy

Dollars to grocery stores \$1.5 million
Dollars to farmers.....\$3,440

WIC families in your county

Number of families served 830
Working families 61.4%
WIC households with at least one working family member
Families living in poverty..... 65.3%
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.



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WIC agencies & sites

Columbia Health District
Public Health Authority
WIC Program

Clinic sites

Clatskanie
Rainier
St. Helens
Vernonia

WIC authorized grocery stores

Fred Meyer
Rite Aid
Safeway
St. Helens Red Apple Market
Vernonia Sentry

WIC authorized farmers' markets & farm stands

Rainier Farmers Market
Scappoose Community Club 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.