**ROLE OF THE WIC PROGRAM**

With firm commitment to safeguarding and advancing the nutrition status and health of mothers and children and to promoting breastfeeding in the U.S., the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) works within each state to improve healthcare access for low and moderate income women and children with, or at risk of developing, nutrition-related health problems, including obesity and type 2 diabetes. WIC provides nutrition education and healthy foods enabling families to make lifelong healthy eating and lifestyle choices. The foods in the WIC food packages are specifically selected for their nutritional value to supplement the dietary needs of participants to ensure good health, growth and development. See how WIC impacts the people of Oregon.

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**Average Oregon Monthly WIC Participation October 2010 – September 2011 FY 2011 (preliminary)**

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pregnant Women</td>
<td>11,438</td>
</tr>
<tr>
<td>Breastfeeding Women</td>
<td>9,027</td>
</tr>
<tr>
<td>Postpartum Women</td>
<td>5,436</td>
</tr>
<tr>
<td>Infants</td>
<td>26,632</td>
</tr>
<tr>
<td>Children</td>
<td>62,000</td>
</tr>
<tr>
<td>Total Participation</td>
<td>111,534</td>
</tr>
</tbody>
</table>

---

**Oregon WIC Food and Services Benefits October 2010 – September 2011 FY 2011 (preliminary)**

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Food Benefit Value Per Participant (monthly)</td>
<td>$49.89</td>
</tr>
<tr>
<td>Total Food Benefit Spent in State (Food + Rebate)</td>
<td>$66,777,607</td>
</tr>
<tr>
<td>Manufacturer Cost Containment Rebate</td>
<td>($11,363,779)</td>
</tr>
<tr>
<td>Net Federal Food Cost</td>
<td>$55,413,828</td>
</tr>
<tr>
<td>Nutrition Service Benefits</td>
<td>$23,075,005</td>
</tr>
</tbody>
</table>

---

**Oregon WIC Funding FY 2011 (Pre-rebates)**

- Food, 72.98%
- Nutrition Education, 5.30%
- Breastfeeding Promotion, 2.16%
- Other Client Services, 13.44%
- Program Management, 6.12%

The WIC Funding for FY 2011 graph illustrates Food Costs and the allocation of Nutrition Services Benefits in Oregon:

- Food (pre-rebate): 72.98%
- Nutrition Education: 5.30%
- Breastfeeding Promotion: 2.16%
- Other Client Services: 13.44%
- Program Management (Admin): 6.12%
WIC PROMOTES HEALTH AND HEALTHCARE SAVINGS

HEALTHY EATING
WIC provides nutrition education and healthy foods to help families make healthy choices. The WIC food package includes fruits, vegetables, low-fat dairy, and whole grains. The food package helps combat food insecurity, and contributes to healthy diets which aid in reducing obesity and chronic disease.

29% of Oregon children are food insecure.*

“Food insecurity refers to a lack of access, at times, to enough food or nutritionally adequate food.”

WIC helps families combat food insecurity and nutrition-related health problems including obesity and type 2 diabetes.

BREASTFEEDING
Research shows that breastfeeding provides numerous health benefits to both the mother and her baby, helping to reduce healthcare costs. Breastfeeding lowers a child’s risk of obesity, type 2 diabetes, and asthma. WIC is the largest public breastfeeding promotion program in the nation, providing mothers with education and support.

Breastfeeding lowers a child’s risk of obesity, type 2 diabetes, and asthma.

Oregon WIC Participant Breastfeeding Rates

<table>
<thead>
<tr>
<th>Year</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>53%</td>
</tr>
<tr>
<td>2008</td>
<td>87%</td>
</tr>
</tbody>
</table>

Data unavailable for 1998 and 2010.

Source: USDA 2010 WIC Participant and Program Characteristics (PC) Report. PC data allows for standardized comparisons to demonstrate overall progress. Some states collect more data than required by the PC Report and may yield different and more current results than shown.

PROGRAM INTEGRITY
Participants and retail vendors will experience easier benefit access and delivery as WIC aims to implement Electronic Benefit Transfer (EBT) nationwide by 2020. EBT helps reduce opportunities for vendor food cost price fraud and abuse.

Oregon is currently in the design and development phase for WIC EBT implementation.

VOICEs OF OREGON WIC

“WIC has been a big part of my life. When I got pregnant with my son at 16, I had no idea what to expect. But with help from WIC, I got all the information I needed, from newborn care, to breastfeeding, to toddlers. Then I had my daughter, and once again, I got help. I breastfed my son for three years and plan to breastfeed my daughter for two years.” —WIC Participant, Oregon

“Without the support and advice I have received, I am unsure that I would be breastfeeding today. I would like to recognize your breastfeeding peer counselor for the support she has given me. She has the knowledge and compassion it takes to support a breastfeeding mother. She has helped me to believe that I could overcome the obstacles in my path and has given me the emotional support I needed. I trust her and am so very thankful for her, and that this program exists.” —WIC Participant, Oregon

VOICES OF OREGON WIC

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NWA’s mission: Providing leadership to promote quality nutrition services; advocating for services for all eligible women, infants, and children; assuring the sound and responsive management of WIC.


2 For further information visit nwica.org