PUBLIC HEALTH DIVISION
Center for Prevention and Health Promotion
Nutrition and Health Screening (WIC) Program

Kate Brown, Governor

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Greetings,

Enclosed is information about WIC, Oregon's premier public health nutrition program. WIC, or the Special Supplemental Nutrition Program for Women, Infants and Children, offers participant-centered nutrition education, breastfeeding support, nutrient-dense foods, and is a gateway to social services and preventative healthcare.

WIC is where clinical services and public health meet. Specifically, WIC:

- saves money—for every dollar spent on a pregnant woman in WIC, up to $4.21 is saved in Medicaid.
- supports coordinated care around early prenatal nutrition, breastfeeding services, an infant's healthy growth, immunization referral, obesity prevention and more.
- serves over 161,000 Oregon women, infants and children up to age 5, statewide.
- helps families get the essential nutrients needed during critical times of growth and development.
- fiscally impacts your community in a positive way; last year, WIC brought in $64 million in food expenditures to Oregon's economy.

The enclosed WIC & Healthcare Provider Toolkit includes examples of collaboration between WIC and CCOs, a WIC Rx pad for referring patients, WIC data specific to your area, and more. The toolkit can also be accessed online at www.healthoregon/wic; choose *For Medical Providers* on the left sidebar. You can print and share these resources with your network of healthcare providers.

Please encourage local WIC and healthcare provider partnerships and patient referrals to WIC. The earlier families get into WIC, the greater the impact on lifelong health and the health of the community. Thank you, for your continued support of this vital public health nutrition program.

Sincerely,

Lillian Shirley

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