



# Cowlitz County

## WIC Facts: 2007

### Infants Born Served by WIC

County..... 62%  
 Statewide.....49%

### Women, Infants and Children Served

**Total: 5,520**

Infants and children under 5..... 4,084  
 Pregnant, breastfeeding and postpartum women.....1,436

### WIC and the Farmers Market Nutrition Programs Benefit the Local Economy

Dollars to grocery stores  
 \$2,190,618  
 Dollars to farmers  
 \$12,711

### WIC Families

Working families.....60%

Families living in poverty..... 73%

Even though they are working, the majority of WIC families are living in poverty. In 2007, the monthly income for a family of four living in poverty was \$1,721 or less.

### WIC Nutrition Education Promotes Healthy Choices

Total nutrition education sessions..... 14,452

WIC nutrition education:

- Emphasizes healthy habits so families can eat better and stay active to prevent obesity and other chronic diseases.
- Promotes breastfeeding for at least the first year of life. And, helps working mothers breastfeed longer by providing breast pumps.
- Helps prevent early childhood caries by giving parents ideas for healthy snacks and stressing dental care by age one.

### WIC Attracts Families to Preventive Health Services

WIC referrals..... 44,651

WIC helps families get the services they need.

# *Cowlitz County*

## **WIC Agencies and Sites**

### **Cowlitz Family Health Center**

Castlerock  
Longview  
Woodland

## **Statewide WIC Facts 2007<sup>1</sup>**

### **277,000 pregnant and breastfeeding women and children under age 5 benefit from WIC**

- 68% are from working families.
- 10,849 are from military families, including women serving in the armed forces.
- Families receive healthy foods, education and counseling on nutrition and physical activity, referrals, and breastfeeding support.

### **\$111 million in grocery store sales**

- Each client receives checks to purchase an average of \$52 a month in healthy foods.
- Families buy healthy food with their WIC checks at more than 700 grocery stores statewide.

### **\$600,000 in purchases from local farmers**

- With WIC Farmers Market Nutrition Program checks, families can eat more fresh fruits and vegetables from local farmers.

### **83% of WIC mothers give their child a healthy start by breastfeeding, far exceeding the national rate of 53%.<sup>2</sup>**

- Children who are not breastfed are more likely to have asthma, diabetes, and childhood obesity.<sup>3</sup>
- Mothers who breastfeed lose pregnancy weight gain more quickly.
- Mothers who do not breastfeed have higher rates of breast cancer and osteoporosis.<sup>3</sup>

### **In the past 30 years, Washington WIC has contributed more than \$1 billion in grocery sales and saved an estimated \$700 million in health care costs.<sup>4</sup>**

<sup>1</sup> Federal Fiscal Year 2007.

<sup>2</sup> "Mothers Survey, Ross Products Division, and Abbott Laboratories." 2006-Abbott Laboratories.

<sup>3</sup> U.S. Dept. of Health and Human Services. HHS Blueprint for Action on Breastfeeding, Wash.D.C., DHHS, Office of Women's Health, 2000.

<sup>4</sup> Mathematica Policy Research: The savings in Medicaid costs for newborns and their mothers from prenatal participation in the WIC program. Prepared for U.S. Department of Agriculture, Food and Nutrition Service, October 1990.