



Oregon WIC Advisory Board

Purpose

- ❖ The WIC Advisory Board is a forum where diverse constituencies discuss issues relevant to the WIC mission and make recommendations to the State Program. The major function of the Advisory Board is to provide input on program direction with a focus in the following key areas:
- ❖ To publicly support and promote WIC as a cost effective public health nutrition program.
- ❖ To advocate for WIC funding and maintenance of program integrity.
- ❖ To help establish linkages with the greater community.
- ❖ To serve as champions for customer service. WIC customers include: WIC vendors, clients, WIC direct service providers and community health care providers.
- ❖ To assist in program planning and evaluation.