

The
Opportunity
Alliance



Annual Report 2022



TOA WIC

Serving Cumberland County

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Letter from the Director

2023 marks three years of a sustained public health emergency and the one year anniversary of the ongoing infant formula recall and supply crisis.

WIC provides financial resources for families to fight food insecurity, patient-centered pregnancy and early childhood health and nutrition education, and assistance with breast- and chest-feeding. We are committed to supporting and celebrating the human right to parenthood. How does WIC do this work when national policies continue to fail families, especially low income families, at every turn?

One appointment at a time.
One family at a time.
One baby at a time.

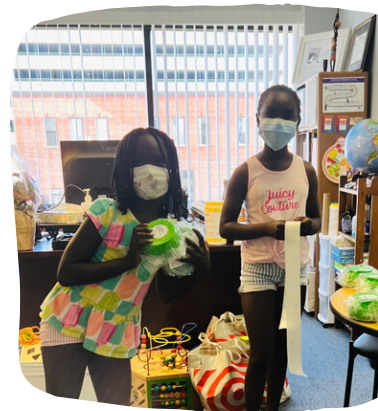
Maine thrives when the youngest among us thrive. For children to thrive, their parents must have access to safe housing, quality healthcare, and education. They must live in communities with transportation justice, food dignity, gainful employment, and meaningful connections across neighbors. Children truly thrive in equitable environments.

This quantitative report provides a snapshot of those served in 2022, and only begins to tell the qualitative tale of the TOA WIC team's transformative work with Maine's most marginalized parents. We extend our deepest gratitude to the WIC families who allow us to share in their sorrows and fears, and in their hopes and dreams, past, present, and future.

It is an honor.

Sincerely,

Anna Bullett



2022 TOA WIC

- **4,692** unique individuals served
- **1,148** babies born
- **\$1,999,601** in food benefits redeemed
- **\$11,332** in farmers market benefits redeemed
- **32,916** health & social service referrals made
- **15,000+** cans of infant formula distributed
- **252** Covid19 vaccine doses given to children under age 6
- **160** bags of locally grown produce distributed
- **20** multilingual educational videos filmed & disseminated
- **2** multilingual community health workers hired

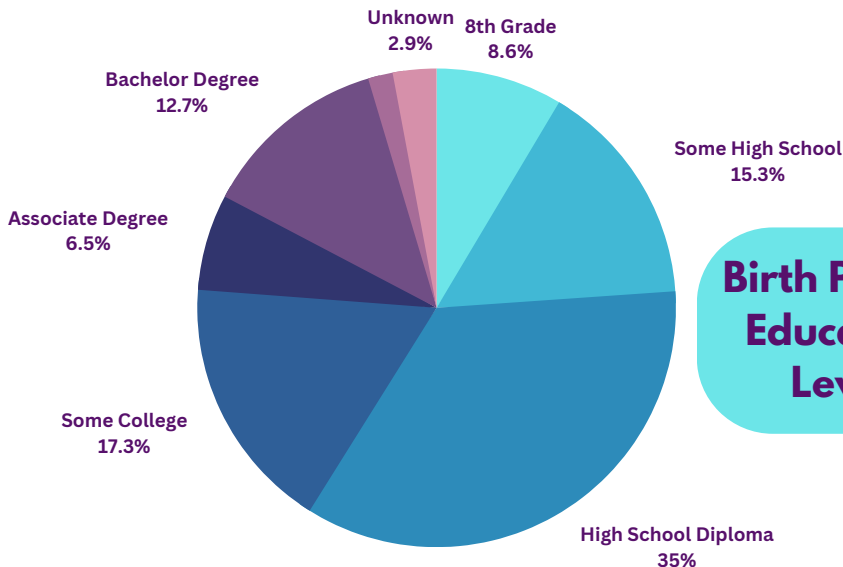
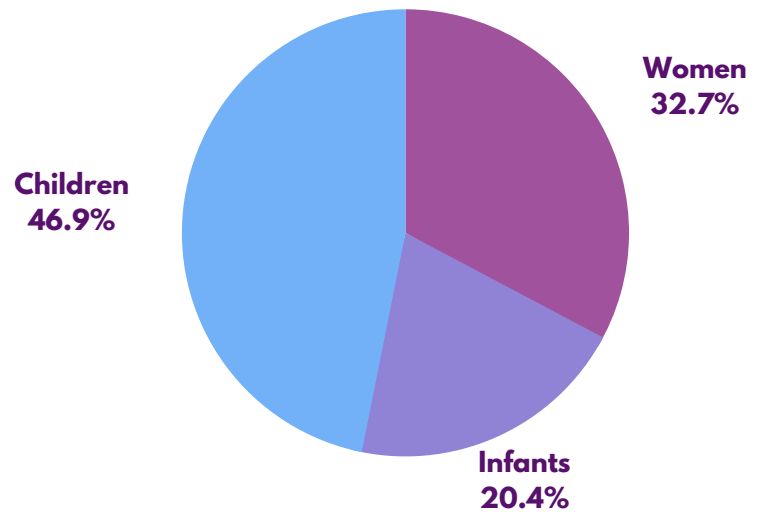


PARTICIPATION BY RACE

White	52%
Black	47%
American Indian	9.7%
Asian	4%
Hawaiian	0.3%
Multi Race	4%

8% of participants identify as Hispanic

Participation by Category



Birth Parent Education Level

PARTICIPATION BY CLINIC

Portland	3,198
Windham	1,253
Westbrook	643
South Portland	345
Brunswick	142
Bridgton	142

2022 TOA WIC

88% PREGNANT PARTICIPANTS INITIATED BREASTFEEDING & CHESTFEEDING

15% of breast- and chest- fed infants exclusively fed human milk

HUMAN MILK FEEDING DURATION

58% > 3 MONTHS | 48% > 6 MONTHS

Number of Participants served who were actively navigating homelessness

Women	150
Infants	83
Children	226
Total	459

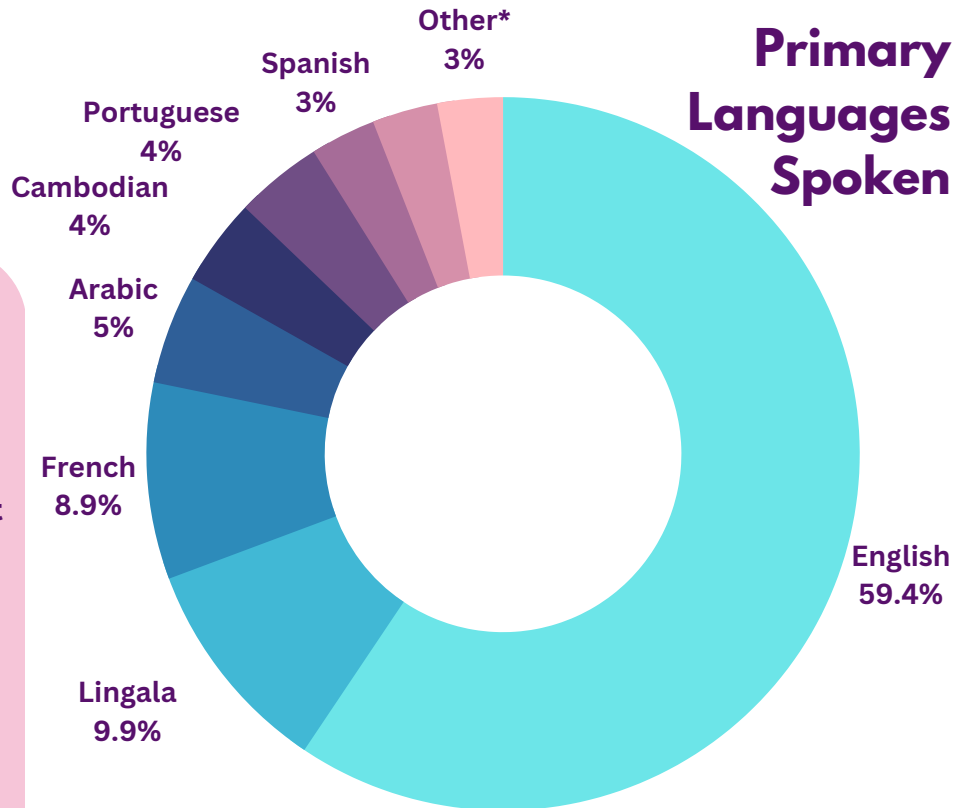
257
INFANTS BORN PRETERM OR EARLY

"...I would not have been able to feed my baby breastmilk for 10.5 months without WIC and your amazing team here in Maine. Thank you so, so much."
-TOA WIC Parent



TOP 8 REFERRALS

1. Healthcare Provider
2. 211
3. Breast & Chest Feeding Support
4. WIC Shopper App
5. Dental Provider
6. Farmers Market / BNFT App
7. Substance Treatment
8. Commercial Tobacco Cessation



*Includes: Kinyarwanda, Swahili, American Sign Language, Chinese, Russian, Vietnamese, Albanian, Farsi, Pashto, Acholi, Haitian Creole