

IMPACT REPORT | 2023



Fresno EOC
Women,
Infants, and
Children



Fresno EOC WIC provides healthy food, nutrition education, breastfeeding support and family resources to women, children, and families in Fresno County.



27,116
participants served



5 sites

Breastfeeding

Fresno EOC WIC has 37 lactation specialists who provide support to WIC clients with hands on breastfeeding support and breastfeeding classes.



HANDS-ON BREASTFEEDING
SUPPORT

232
participants



BREASTFEEDING RATE

37%
(31% in 2022)

Breastfeeding is healthier for both babies and moms by reducing the risk of many ailments and more



1,817

breastfeeding lessons in person and over the phone



BREASTFEEDING
VIRTUAL MEETUPS

20 meetups with
74 participants



 **\$24,129,670**

amount of WIC food benefits



16,734

nutrition lessons completed



62%

of food benefits redeemed

Baby Showers

Fresno EOC WIC is in its tenth year celebrating baby showers for WIC clients with limited resources. Clients enjoy a day of games, gifts, giveaways, and anticipatory guidance on breastfeeding.



17

baby showers



249

participants attended



1,200
BOOKLETS

farmers market
booklets issued



\$36,000

in farmers market coupons



85%

of farmers market
coupons redeemed