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News Release

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Immediate Release

WIC – More Than Just Food! It's Education too!

May 13, 2014 – Kingsford/Iron River, Michigan. The Dickinson-Iron District Health Department has been providing the Women, Infants and Children (WIC) health and nutrition program to qualifying women (pregnant, breastfeeding, and post-partum), infants, and children (age 1 to 5 years) for more than 34 years! The minute a new WIC client walks in the door, they realize that the WIC office is more than just a place to go for help with food!

WIC has evolved and changed with the times. WIC has stayed current with advancements in technology, in the area of nutritional science and breastfeeding, and in promoting effective behavior change. Today, more than ever, WIC offers the support that clients need to live healthy life-styles.

WIC clients become personally involved in client centered nutrition education where they are encouraged to establish goals for themselves and their family. Education opportunities are available on an individual basis at scheduled visits, in group settings for breastfeeding classes, as nutrition counseling visits with a registered dietitian, as self-directed education by participating in an education mall, and at WIChealth.org on the internet.

We'd like to share what some of our WIC participants are planning to do differently after participating in the self-directed nutrition education mall at the health department. "I plan to:

- start cooking more from scratch meals."
- provide more tummy time for my infant."
- play music and dance when it's too cold out."
- eat more vegetables and maybe switch to 1% milk."
- rephrase my words when trying to get my children to try new and old foods."
- eliminate soda, Kool-Aid, and Gatorade from my home."
- start working with baby to drink more from a cup."

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- try dinner in my crock pot tonight.”
- plan meals ahead of time.”
- turn off the TV and sit as a family.”
- involve my daughter in meal preparation.”
- bring baby to the table more often.”

Education is power! So if you thought WIC was just a food program, think again. WIC not only provides healthy food, but nutrition education, breastfeeding support, and referrals as well, so that all participants can have better health.

To learn how to help your family live a healthy life style, call the WIC office at 779-7212 (Dickinson County) or 265-4173 (Iron County).

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