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FOR IMMEDIATE RELEASE

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“It’s Never Too Late to Bring Your Child to WIC” WIC and the Older Child

Kingsford and Iron River, MI, February 17, 2012 - Are you struggling to keep up with your bills? Are you looking to stretch your food stamp dollars this year? Did your benefits get cut? Do you need help making ends meet? If you answered yes to any of these questions and have a child less than 5 years of age, you may want to consider enrolling your child in the WIC (Women, Infant and Children) Program.

During these hard economic times, people are looking for ways to save money. This is an opportune time to take a look at the WIC Program to see if your family members qualify. The current value of the WIC food package for a 1 to 5 year old is approximately \$44 each month, which is a savings of \$528 per year. A family with two children enrolled in WIC, would save approximately \$1,057 per year! As you can see, the benefits add up! This puts money in your pocket to help with your other expenses!

The WIC staff at the Health Department is dedicated to supporting you and your family.

WIC staff promise to:

- Listen to your concerns and needs
- Provide help from experienced staff and peer counselors
- Share information based on science and experience, without influence from formula or other commercial companies
- Assist you in making the best decisions for you and your family
- Respect you and your decisions about feeding your children
- Help you breastfeed as long as you and your baby want
- Work with your community and hospital to promote and support breastfeeding and encourage a healthy lifestyle

-More-

As a courtesy and benefit to you, we offer:

- Late evening clinics
- EBT (electronic benefits transfer) card
- WIC shopping lists
- On-line education opportunities
- As few as 2 visits per year to keep your child enrolled
- Fresh fruits, fresh vegetables, and juice
- Whole grain breads and cereals
- Milk and cheese
- Eggs and peanut butter or beans

Something to think about . . . a study conducted by the Institute for Research on Poverty, 2004, found that WIC participation at age 4 has large and significant effects on decreasing the probability that a child is at risk of being overweight. This suggests that either the nutrition education or the actual provision of healthy food is helping to prevent obesity among young children. This is an important measure of the success of the WIC program because of the importance of obesity as a public health threat, and because of the importance of establishing healthy eating habits early in life. Once habits are “set-in,” it’s difficult to change them - that’s why it’s so important to develop good eating habits early in life!

WIC can give you the tools you need to help grow strong, happy, healthy kids. Eating well and keeping active are the keys. Lead the way by being a good example for them. Swap the cheeseburger for a salad. Turn off the TV and go outside to play catch, shoot some hoops, or take a walk with your child. The WIC Program will work with you and support your efforts. Find out how you can get fit with WIC today! To learn more about or to enroll your child in WIC, please call Tina at 779-7212 or Sue at 265-4173. Remember it’s not too late to get your child enrolled in WIC!

This institution is an equal opportunity provider and employer.

This article goes with the photo below.



(Photo: Megan Phillips with daughter LaVaya Wahlstrom with WIC Nurse Debbie Horton)

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