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*"Partnering to promote, protect and preserve health in our community."*

## **NEWS**

**Date:** May 13, 2014

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### **WIC Supplemental Nutrition Program Celebrates 40 Years; Open House Planned**

**Boise** – Fewer premature births and fewer fetal and infant deaths are just two of the life-changing benefits of the Women, Infants and Children (WIC) supplemental nutrition program, which has served the United States for the past 40 years.

Last year alone, the Federally-funded nutrition assistance program served 14,000 people in Ada, Boise, Elmore and Valley counties, working with eligible pregnant women, infants and children through age four. CDHD administers the program for Health District Four.

#### **How the program works**

Participants are given vouchers to purchase healthy foods such as fruit, milk, and vegetables – however, the program is more than providing financial assistance.

“The reach of the WIC program goes far beyond trips to the grocery store. Our goal is to prepare and set these moms up for nutritional success before, during and after their baby arrives. This includes breastfeeding education and support, tobacco cessation for moms, and immunizations and dental treatments for other children in the family,” said Angela Spain, CDHD WIC Program Manager.

WIC includes a required education component which can also involve face-to-face contact with one of the four registered dietitians who work for CDHD.

#### **Local Impact**

Last year, \$4.6 million was spent on healthy choice items like milk, cheese, peanut butter, whole grains, cereal and juice in Ada, Boise, Elmore and Valley counties. Additionally, \$403,000 was spent locally on fruits and vegetables. One measure of the program’s success is its high breastfeeding success rates – in 2011, at least 86 percent of infants within the CDHD service area were breastfed.

WIC is income-based and is intended to be a short-term intervention. On average, a woman participates in the program for 13 months.

**Celebrating 40 Years of Success**

Join CDHD for an open house as it celebrates 40 years of the WIC program. Tour the Boise facility and learn more about what makes the program a success.

**What:** WIC 40<sup>th</sup> Anniversary Open House

**When:** Thursday, May 15 | 1 to 3 p.m.

**Where:** CDHD Headquarters | 707 N. Armstrong Pl., Boise

WIC programs are administered by local health departments throughout the state. CDHD provides WIC services at its three clinics in Boise, McCall and Mountain Home. In Horseshoe Bend, CDHD meets with WIC clients at the Community Health Center and in Boise County, at the Boise Basin Library – both on specified days by appointment.

For information on all of CDHD's services and programs, visit [www.cdhd.idaho.gov](http://www.cdhd.idaho.gov).

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