

FOR IMMEDIATE RELEASE: 07/27/2020

www.mmdhd.org

WIC makes a difference

Ithaca, Stanton, St. Johns- Each month, more than 200,000 moms, babies and children less than five years of age receive much needed assistance from the Michigan Women, Infants and Children (WIC) program.

This Federally-funded program serves low and moderate income pregnant, breastfeeding, and postpartum women, infants and children up to age five who are found to be at nutritional risk.

Participants receive an electronic benefits card (EBT) for purchasing nutritious foods, such as milk, cheese, eggs, fortified cereal, peanut butter, whole grain breads and tortillas, fruit and vegetable juices, fresh fruits and vegetables, and formula at approved retail grocery stores and pharmacies. Participants also receive breastfeeding support, nutrition education, healthcare referrals, health counseling and immunizations. WIC also provides coupons to purchase locally grown fresh fruits and vegetables at farmers' markets through the Project Fresh program.

WIC has a proven track record of demonstrating a positive effect on pregnancy outcomes, and child growth and development. Research shows that the earlier a pregnant woman receives nutritional benefits from WIC, the more likely she is to seek prenatal care and deliver a normal weight infant. For every dollar spent by this program, more than three dollars in subsequent health care costs are saved.

Additional benefits of the program include:

- Higher immunization rates against childhood diseases.
- Lower rate of anemia among children between the ages of six months and five years old.
- Significant improvement in children's dietary intake of vitamins and nutrients.
- Significant increase in the number of women receiving adequate prenatal care.
- Dramatic decrease in the infant mortality among Medicaid beneficiaries.
- Improvement in weight gain and dietary intake in pregnant and postpartum women.
- Decrease in low birth weight and pre-term births.

To find out if you qualify for WIC, visit www.mmdhd.org or call:

Clinton County branch office: 989-224-2195
Gratiot County branch office: 989-875-3681
Montcalm County branch office: 989-831-5237

WIC is an equal opportunity provider.

Mid-Michigan District Health Department serves the residents of Clinton, Gratiot and Montcalm Counties.

We take action to protect, maintain and improve the health of our community.

Advancing innovative solutions to achieve healthier outcomes

###