

For Immediate Release

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Healthy Habits, Healthy Families with WIC

(Jackson)- More families than ever are finding it hard to put healthy food on their tables. For young children, lack of good nutrition can put them at risk for health and learning problems. North Carolina's WIC program helps low-income families meet the nutritional needs of pregnant and post-partum women, infants and children up to age 5.

"While adding more fruits and vegetables to these families' diets is an important part of our program, participants get more than food from WIC." Sheila Person, Northampton County WIC Director said. "WIC offers families nutrition education and counseling, breastfeeding promotion and support, healthcare referrals and supplemental foods."

Breastfeeding promotion and support is an important part of the WIC Program. All WIC agencies have trained staff available to assist moms in making informed decisions about how they feed their babies. "In addition to teaching moms the basics of breast feeding the impact of not breastfeeding is emphasized." Ulandis Bynum, Northampton County Breastfeeding Peer Counselor states.

Use of WIC benefits has been made easier since the introduction of the e-WIC card. No longer are WIC vouchers used. The e-WIC card operates in the same way as a debit card, except there is food in the account instead of money.

"WIC is so much more than people realize," said Sheila Person "The nutrition education and healthy foods that WIC provides really give children a healthy start in life, which is vitally important. Even families receiving SNAP benefits can have their dollars go so much further when using both SNAP and WIC.

The WIC Program is available at the Northampton County Health Department in Jackson, with satellite sites available in Gaston and Woodland. You may apply for WIC Monday-Friday from 8:30-5:00.

For more information about WIC or to make an appointment please contact Catherine Faison, Processing Assistant at (252)534-5841 ext 624. USDA is an equal opportunity provider and employer.

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