

County of Moore
Department of Health
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FOR IMMEDIATE RELEASE

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Healthy Habits, Healthy Families with WIC

With the rising cost of food and a higher cost of living, more families than ever are finding it hard to put healthy food on their dinner tables. For young children, a lack of good nutrition can put them at risk for health problems and problems in school. Poor nutrition during early childhood increases the chance of anemia and can limit a child's ability to learn. North Carolina's Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) helps low income families meet the nutritional needs of pregnant and postpartum 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 just food from WIC," dietitian Susie Poppe, R.D. says. "WIC offers families nutrition education and counseling, breastfeeding promotion and support, supplemental foods, and healthcare referrals. WIC has been shown to lead to better birth outcomes, increased breastfeeding rates, better diets built on key nutrients, and proper growth and development for children."

The North Carolina WIC Program currently serves an average of 270,000 participants each month. Studies show that children who participate in WIC are more likely to receive regular preventive health services and are better immunized than other children who did not participate in WIC.

WIC participants receive helpful one-on-one counseling with a nutrition professional. Breastfeeding promotion and support is an important part of the WIC Program. All WIC agencies have trained staff ready to assist moms in making informed decisions about how they feed their babies. WIC also teaches moms the basics of breastfeeding.

"To Protect and Promote Health through Prevention and Control of Disease and Injury."
<http://www.moorecountync.gov/health/>

Environmental Health
Telephone: 910-947-6283
Fax: 910-947-5127

WIC
Telephone: 910-947-2797
Appointments: 910-947-3271
Fax: 910-947-2460

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Better educated moms mean healthier babies. Medicaid beneficiaries who participated in WIC had lower infant mortality rates than Medicaid beneficiaries who did not participate in WIC. WIC participation also decreases the incidence of low birth weight and pre-term births.

“WIC is so much more than people realize,” says Poppe. “The nutrition education and healthy foods that WIC provides really give children a healthy start in life, which is so important.”

The Moore County WIC program has openings. For more information about WIC or to make an appointment, please visit the Moore County Health Department at 705 Pinehurst Avenue in Carthage or call 910-947-3271. You may also visit the WIC website at www.nutritionnc.com. The United States Department of Agriculture (USDA) is an equal opportunity provider and employer.

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