



Public Health
Prevent. Promote. Protect.

Idaho Public Health Districts

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December 2014

WIC Celebrates 40 Years of Existence!

This year the WIC program celebrates 40 years of existence! Happy Birthday, WIC!

The WIC program is a federally funded special supplemental nutrition program administered through the United States Department of Agriculture that has a firm commitment to safeguard and advance the nutrition status and health of **Women, Infants, and Children**. WIC helps eligible families save money, eat well, learn about nutrition, and stay healthy at no cost to the family. In Federal Fiscal Year 2014, Idaho's Public Health Districts served 70,740 women, infants, and children through this valuable program. Each WIC participant receives vouchers to purchase healthy foods as part of the program, which brought \$25,606,249 into retail stores throughout our state.

To be eligible for WIC, applicants must:

- Live in Idaho
- Be one of the following:
 - pregnant or recently pregnant
 - breastfeeding a baby under one year of age
 - an infant or a child under the age of five
- Have a nutritional need
- Meet the program's [income guidelines](#) (currently \$44,123 for four household members)

In Idaho, 23% of children are food insecure. Food insecurity exists whenever a person does not have nutritionally adequate and safe foods available or the ability to acquire these foods. People who are food insecure live with hunger and fear starvation. Getting services to those who qualify is important to help combat this scary statistic. WIC helps families

combat food insecurity and nutrition-related health problems. The program provides nutrition education and healthy foods to participants, enabling families to make lifelong healthy eating and lifestyle choices.

The foods selected in the WIC food packages are specifically selected for their nutritional value to supplement the dietary needs of participants to ensure good health, growth, and development. The program has also adapted with the times. Fresh fruits and vegetables along with whole grain bread were added in 2009. Healthier foods like 1% or fat free (skim) milk are provided for women and children age two and over. Fortified soy milk is an option for children who are unable to drink cow's milk.

In early 2014, in celebration of WIC's 40th birthday, the National WIC Association produced 5 short animated videos. These videos were created to help people better understand what the WIC Program does and to showcase the value of WIC services to families across the nation. To view these videos, go to: <http://www.wicturns40.org/>. Moving into 2015, outreach efforts will continue to be a focus in the WIC Program in the hopes of increasing participation by educating people on this free and valuable program.



SUPPLEMENTAL NUTRITION PROGRAM
FOR WOMEN, INFANTS & CHILDREN

HEALTHY PEOPLE IN HEALTHY COMMUNITIES

| PANHANDLE HEALTH DISTRICT (1) | PUBLIC HEALTH - IDAHO NORTH CENTRAL DISTRICT (2) | SOUTHWEST DISTRICT HEALTH (3) | CENTRAL DISTRICT HEALTH (4) | SOUTH CENTRAL PUBLIC HEALTH DISTRICT (5) | SOUTHEASTERN IDAHO PUBLIC HEALTH (6) | EASTERN IDAHO PUBLIC HEALTH DISTRICT (7) |
|---|---|--|--|--|---|---|
| Director: Lora Whalen 208-415-5102 www.phd1.idaho.gov | Director: Carol Moehrle 208-799-0344 www.idahopublichealth.com | Director: Bruce Krosch 208-455-5315 www.publichealthidaho.com | Director: Russell Duke 208-327-8501 www.cdhd.idaho.gov | Director: Rene LeBlanc 208-737-5902 www.phd5.idaho.gov | Director: Maggie Mann 208-239-5258 www.siphidaho.org | Director: Geri Rackow 208-533-3163 www.phd7.idaho.gov |