



Public Health Idaho North Central District



Press Release

FOR IMMEDIATE RELEASE

CONTACT: Michael Wells

PHONE: (208) 799-3100

DATE: September 29, 2022

HEADLINE: Public Health Celebrates WIC National Enrollment Week

LEWISTON, IDAHO – As grocery prices continue to rise in the US due to inflation, Public Health-Idaho North Central District (PH-INCD) WIC is partnering with the other WIC (Women, Infants and Children) agencies across the country to remind families of the services it provides during WIC National Enrollment Week, Monday, October 10 through Friday, October 14, 2022.

WIC empowers families with nutrition education, breastfeeding support, supplemental foods, and referrals to other health and nutrition services - all free of charge to those who qualify. During National Enrollment Week, PH-INCD WIC will provide recipes using WIC foods on social media, celebrate community partnerships, and continuing to sign up all eligible families for WIC services.

“We want to get the word out that WIC has been helping families with healthy foods since 1974 and WIC continues to be here for families. Any families with children under the age of 5 or any pregnant individuals needing support should contact us during WIC National Enrollment Week” said Angela Bunce, WIC Coordinator. “WIC staff is ready to assist by providing basic healthy food such as fruits, vegetables, milk, cheese, cereal, eggs and peanut butter allowing them to save on groceries so they can have more to spend on other things they need.”

Public Health-Idaho North Central District WIC serves about 1,300 participants in our five counties (Clearwater, Idaho, Latah, Lewis, and Nez Perce). WIC participants purchase about \$75,000 in healthy foods every month from our local grocery stores, with about \$25,000 being spent on fresh fruits and vegetables.

The monthly WIC fruits and vegetable benefit is increasing Oct. 1. WIC will provide \$25 a month for children ages 1 to 5, \$44 a month for pregnant and postpartum participants and \$49 a month for breastfeeding participants.

Public Health-Idaho North Central WIC staff works together to serve families in Nez Perce, Latah, Idaho, Clearwater, and Lewis counties. We are currently offering most WIC appointments by phone with limited in person clinic appointments. WIC by phone is easier, flexible, and more convenient for families. Families can make a WIC appointment by calling the closest Public Health office or the Lewiston office at 208-799-3100 to see if your family is eligible. Visit <https://SignupWIC.com> to find the closest WIC clinic.

National Enrollment Week is a celebration of healthy families empowered by WIC.

About WIC

The WIC Program (Special Supplemental Nutrition Program for Women, Infants and Children) is administered at the Federal level by the Food and Nutrition Service of the U.S. Department of Agriculture. The WIC program was established in 1974 to provide Federal grants to States for nutrition education, supplemental foods, and health care referrals for low and moderate-income pregnant, breastfeeding, and non-breastfeeding postpartum women, as well as infants and children who have a health or nutrition need.