



NEWS



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McLean County WIC celebrates 40 years of successful community health outcomes

The McLean County Health Department (MCHD) WIC program is partnering with The Baby Fold to host a Fabulous 40 Family Fun Festival from 1 to 3 p.m. Wednesday, April 30, in celebration of the National WIC 40th anniversary.

The Women, Infants & Children (WIC) Nutrition, Education & Supplemental Food Program saves lives and improves the health of nutritionally at-risk women, infants and children every day. In the past 40 years, WIC has resulted in longer pregnancies, fewer premature births, fewer infant deaths, a greater likelihood of receiving prenatal care, and health care costs savings. Every federal dollar spent supporting the WIC program results in \$1.92- \$4.21 in Medicaid cost savings.

McLean County WIC has served residents since 1978, providing nutrition education, access to a nutritionist, breastfeeding support, supplemental foods, and healthcare referrals. WIC participants have access to breastfeeding counseling and support, including Breastfeeding Peer Counselor, Certified Lactation Counselors, and an International Board Certified Lactation Consultant to support them on their breastfeeding journey. McLean County WIC participants may also be eligible to accept Farmer's Market checks to access fresh, locally grown fruits and vegetables. During the summer, McLean County WIC staff will provide grocery store tours to teach participants how to determine the nutrition value of foods, shop on a budget, locate WIC-approved foods in the aisles, and prepare the WIC-approved foods in tasty ways.

"WIC is the go-to place for breastfeeding and nutrition support and resources for local at-risk families," Tammy Brooks, McLean County Health Department WIC Supervisor, said. "Mothers can access healthy foods through the WIC program, but only half of the eligible individuals participate in the WIC program nationally, and McLean County is no different. We invite all families to celebrate 40 years of positive community health outcomes with us and learn how McLean County WIC and other local agencies can help their families, their friends, and their neighbors."

The Fabulous 40 Family Fun Festival is free and open to the public from 1 to 3 p.m. Wednesday, April 30, at The Baby Fold, 612 Oglesby Ave., Normal, IL. Agencies will host children's activities and games for the entire family. Participation from the McLean County Health Department will consist of WIC, Family Case Management, Get Covered Illinois In-Person Counselors, and Emergency Preparedness. Participating agencies include The Baby Fold, Children's Home and Aid, Child Care Resource and Referral Network, Easter Seals of Central Illinois, Heartland Headstart, LaLeche League of Bloomington-Normal, PATH, Illinois Supplemental Nutrition Assistance Program (SNAP), YWCA, and the Downtown Bloomington Association.