



Dickinson County

818 Pyle Drive, Kingsford, MI 49802
Ph: (906) 774-1868 Fax: (906) 774-9910
BRANCH OFFICE

www.didhd.org

Iron County

601 Washington Avenue, Iron River, MI 49935
Ph: (906) 265-9913 Fax: (906) 265-2950
MAIN OFFICE

Immediate Release

Contact: Margie Surface, RN
Phone: (906) 265-4186
Email: msurface@hline.org

Over \$600,000 Spent at Local Businesses

The Dickinson-Iron District Health Department stated that during 2011, \$664,584 was spent on WIC eligible foods at OUR local businesses with local WIC dollars. For those of you unfamiliar with WIC, WIC stands for Women, Infant and Children. It is a health and nutrition program that provides nutritious foods to the participant and has demonstrated a positive effect on pregnancy outcomes, child growth and development. Only pregnant, breastfeeding, and post-partum women, infants and children up to age five are eligible for the WIC Program.

WIC is an important service - not only to women who are in need of assistance but good for our local economy. For every dollar spent on a pregnant woman in WIC, up to \$4.21 is saved in Medicaid for her and her newborn baby because WIC reduces the risk for preterm birth and low birth-weight babies by 25% and 44% respectively.

Here are some more facts about WIC:

- Each month more than 200,000 moms, babies and children less than age 5 receive nutritious foods from the Michigan WIC Program. WIC foods are worth \$30-\$112 or more per month for each participant.
- WIC participants receive help with nutrition education and breastfeeding, as well as referrals to other health services.
- One out of every two babies born in Michigan receives WIC benefits.
- The earlier a pregnant woman receives nutritional benefits from WIC, the more likely she is to seek prenatal care and deliver a normal weight infant.
- ***For every dollar spent by this program, more than \$3 in subsequent health care costs are saved.***
- ***Local communities are supported with more than \$120 million yearly when WIC foods are purchased at grocery stores and pharmacies.***

For more information or to schedule an appointment for WIC services, call the Dickinson-Iron District Health Department at (906)779-7212 or (906)265-4173. The DIDHD is an equal opportunity provider and employer.

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