

ONEIDA COUNTY HEALTH DEPARTMENT

Adirondack Bank Building, 5th Floor, 185 Genesee St., Utica, NY 13501

ANTHONY J. PICENTE, JR.
ONEIDA COUNTY EXECUTIVE



PHYLLIS D. ELLIS, BSN, MS, F.A.C.H.E.
DIRECTOR OF HEALTH

WIC PROGRAM

Phone: (315) 798-5066 ☎ Fax: (315) 738-0518 ☎ Email: publichealth@ocgov.net

News Release

July 2015
For Immediate Release

Contact: Melanie Adams (315) 798-5099

Oneida County WIC Program Sponsoring Two Local Events

WIC plays a vital role in providing access to nutritious foods for eligible families in New York.

The Special Supplemental Nutrition Program for Women, Infants and Children (WIC) offers nutrition education, breastfeeding support, referrals and a variety of nutritious foods to low-income pregnant, breastfeeding or postpartum women, infants and children up to age five to promote and support good health.

WIC improves the health of pregnant women, new mothers and their infants and children. The foods provided through WIC are a good source of nutrients often missing from the diets of women and young children. WIC participants have longer, healthier pregnancies and fewer premature births.

Increasing participation in WIC will benefit children, parents and the entire community. Sponsoring community events like these have helped to increase the Oneida County WIC participation. Oneida County WIC program will be hosting a WIC Family Fun Day.

When: Tuesday, July 28th 2015
Where: Quinn Park- Corner of St. Vincent and Rutger Streets
Time: 10:00 a.m. to 2:00 p.m.

A farmer's market will be present so WIC participants can use the Farmer's Market vouchers to purchase local, fresh fruit and vegetables. The Oneida County Health Department (OCHD) will be there distributing bike helmets along with a variety of other local vendors. Eat Smart New York/SNAP-Ed of Cornell Cooperative Extension will be giving short garden tours. There will be a scavenger hunt for children along with hourly raffles.

The Oneida County WIC program will be sponsoring another event; **World Breastfeeding Week**. WIC will partner with the Utica Zoo and for an event during that week.

Celebrating World Breastfeeding Week
When: Wednesday, August 5th 2015
Where: Utica Zoo
Time: 10:00

Moms will get in free and those with mom get in for a reduced cost. That cost is \$4.25 adults and \$2.50 children over three years old. For a free/reduced admission, show your WIC folder, pick up a ticket at the local Breastfeeding café or contact Oneida County WIC Program at 798-5066. While families are walking around the zoo, look for the breastfeeding mammal information cards. Learn about the similarities and differences and what we can learn from other nursing mammals! Community is welcome: need not to be on WIC to receive discounts or join the fun.

###