

NEWS

For Immediate Release

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More money for fresh fruits and vegetables coming to families enrolled in Women, Infants, and Children (WIC)

Central District Health encourages families to apply for the free nutrition program

CENTRAL DISTRICT HEALTH — Summertime and fresh fruits and vegetables go hand-in-hand, and thanks to new federal funding, families with young children enrolled in the Women, Infants, and Children (WIC) program will be able to buy more of them starting in June. The temporary increase in WIC benefits was authorized by the U.S. Department of Agriculture (USDA). Idaho's receipt of \$2.4 million from the American Rescue Plan Act of 2021 will bring up to three times the current amount of Cash-Value Benefit (CVB) for some WIC participants. For some families, this means an additional \$35 per month for fruits and vegetables per child and adult, for four months.

The additional funds will be offered to the 3,844 families currently enrolled and to new families who enroll during the June through September timeframe, across CDH's four-county jurisdiction.

The additional money will also increase revenue for area WIC-authorized grocery retailers in our communities.

"Healthy choices are at the core of the WIC program. We are excited to further promote good nutrition habits through a boost in benefits specifically for families to buy healthy fresh fruits and vegetables," stated Emily Waddoups, WIC Program Manager at Central District Health. "This is also a great time for families to see if they qualify for WIC. It's an easy process that people can complete online or by calling our team. Enrolling, receiving, and using WIC benefits is easier than ever and helps families with young children stretch their budget," added Waddoups.

WIC is a supplemental nutrition program for Women, Infants, and Children up to age 5. It provides nutritious supplemental foods, breastfeeding support, as well as nutrition education and help from registered dietitians, and referrals to health care services at no cost to eligible families. Eligibility is based on the number of qualifying household members and household income. The average Idahoan enrolled in WIC receives approximately \$45 per month to buy healthy foods. Residents in Ada, Boise, Elmore, and Valley Counties can learn more about WIC and apply online at <https://www.cdh.idaho.gov/wic-eligibility.php> or apply by phone at (208) 327-7400. Those who live outside of CDH's jurisdiction can learn more at wic.dhw.idaho.gov.

With a vision of Healthy People in Healthy Communities, Central District Health (CDH) works through its numerous programs, services, and policy development, to protect and promote health within Health District 4, which encompasses Ada, Boise, Elmore, and Valley Counties. Learn more at cdh.idaho.gov.

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Central District Health Media Contacts:

Alina Gilmore, 208-830-2540 | agilmore@cdh.idaho.gov | Christine Myron, 208-871-1712 | cmyron@cdh.idaho.gov