

Pike County Health Department

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PRESS RELEASE

FOR IMMEDIATE RELEASE

Date: 3/28/2019

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Pike County Health Department's WIC Program Receives Supply of Books, Bibs, and Onesies for Distribution

In March of 2017 the Regional Office of Education's Ready. Set. Grow. West Central Illinois Initiative reached out to Pike County Health Department's (PCHD) Women, Infant & Children (WIC) Program when their private grant funding expanded to include Pike County. This initiative assists parents in preparing their young children for success in school. The "Let's Talk!" initiative provides bibs and onesies to infants. The "Let's Read!" initiative provides books and bookmarks to infants and toddlers. Both messages emphasize that talking and reading to your infant/child builds their brain. New research shows the majority of Illinois parents read with their young children 5 or more days a week! PCHD WIC Staff provide these items at regularly scheduled WIC clinic appointments. The WIC Staff are excited to see that 63% of Pike County WIC parents have read to their children 5 or more days a week during the past year, which is equal to the state average, above the Pike County average, and an increase since implementing the initiatives. To date, over 1500 books, 250 bibs, and 200 onesies have been received by the PCHD WIC Program in the past 2 years.

WIC is the supplemental nutrition program that is designed to help low-income pregnant, postpartum, and breastfeeding women, infants, and children up to age 5 who are at nutritional risk. So in addition to the nutrition education clients receive, they are also receiving language nutrition with the books and other items.

For more information on WIC or any other PCHD program, call 217-285-4407. This institution is an equal opportunity provider.

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