



SWOPE HEALTH SERVICESSM

Member Swope Community Enterprises

DATE: **January 5, 2010**

FOR IMMEDIATE RELEASE

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SWOPE HEALTH SERVICES RENEWS WIC CONTRACT

KANSAS CITY, MO. – Swope Health Services and the Missouri Department of Health and Senior Services have renewed their agreement for the provision of WIC services for the federal fiscal year 2010. Under the terms of the contract, Swope Health Services' WIC program, located at 3801 Blue Parkway, will be able to serve 2,582 eligible persons monthly.

The Swope Health WIC program also received additional monies for community outreach to encourage pregnant women to enroll and receive the benefits of the WIC program in their first trimester and to continue its Breastfeeding Peer Counselor program (BFPC). The BFPC program goals are to increase breastfeeding initiation and duration rates and promote community awareness and support for breastfeeding.

WIC, the Special Supplemental Food Program for Women, Infants, and Children offers at no cost, specific nutritious foods and nutrition education to pregnant, breast-feeding and postpartum women as well as infants and children up to age 5. WIC participants are persons who meet WIC income guidelines and are determined by health professionals to be at nutritional risk.

WIC food packages are specifically chosen to provide foods high in protein, iron, calcium and vitamins A and C. Nationally, in October 2009, WIC introduced changes in the food package designed to encourage the establishment of successful and long term breastfeeding, provide participants with a wider variety of foods, including fresh fruits, vegetables and whole grain foods, and to accommodate cultural food differences of WIC participants. Participants are issued vouchers to buy these foods at authorized local retail stores.

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The WIC program is designed to improve the health status of a vulnerable population during a critical growth period by improving the diets of WIC families and increasing their nutritional knowledge and skills to make healthy choices.

Swope Health Services administers WIC to persons living anywhere in the Kansas City, Missouri area. Persons interested in applying should contact Swope Health Services at (816) 922-7645, ext. 6271.

“In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, or disability. ”WIC is NOT a welfare program, but a nutrition education and supplemental program for women, infants and children.

Swope Health Services improves the well being of individuals and families by delivering quality comprehensive physical and behavioral health care services. We coordinate services for the needs of all who seek care regardless of socio-economic status. We partner for creative solutions to meet the diverse needs of individuals, families, and communities.

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