

DHD#10 WIC PROGRAM RECEIVES GOLD LEVEL BREASTFEEDING AWARD OF EXCELLENCE FROM THE USDA

August 26, 2021 – The United States Department of Agriculture (USDA) recently awarded District Health Department #10 (DHD#10) with the Gold Level Breastfeeding Award of Excellence for its breastfeeding promotion and support in the Women, Infants and Children (WIC) program.

The Breastfeeding Award of Excellence is part of the USDA's effort to recognize local WIC agencies that have provided exemplary breastfeeding promotion and support in their communities. The award is intended to provide a model for and to motivate local agencies to strengthen their breastfeeding promotion and support activities, thus, increase breastfeeding and breastfeeding duration rates among WIC participants.

DHD#10 was one of 90 Gold Level award recipients and only one of three organizations to be recognized in the State of Michigan. To receive this award, applicants are evaluated on services such as peer counseling, peer counseling program management, staff training, policies, community partnership, and quality improvement.

In response to receiving the award, Kevin Hughes, Health Officer for DHD#10 said, "DHD#10 WIC employees provide exceptional service to families in our jurisdiction. Our employees go above and beyond to support families when they need our help, and we are proud to be an example of exemplary breastfeeding support."

In addition to providing breastfeeding support and counseling, the WIC program provides no-cost healthy foods, infant formula and support services to families enrolled in the program. Other services include nutrition education and counseling as well as community referrals, blood lead level testing and more.

"Breastfeeding promotion and support is a cornerstone of the WIC program. Breastfeeding is the best source of nutrition for most infants. It can also reduce the risk for certain health conditions for both infants and mothers," said Diane Shelton, DHD#10 WIC Supervisor.

To enroll in WIC, interested applicants should visit www.signupwic.com or get in contact with their local WIC office by calling 888-217-3904.

About DHD #10

District Health Department #10 (DHD #10) is Michigan's largest geographical health department, mandated to promote and protect the public from unsafe and hazardous conditions and provide methods of promoting good health and disease prevention. Some of the vital programs provided by DHD #10 include Immunizations, Infectious Disease Control, STI Testing and Counseling, WIC, Maternal Infant Health Program, Healthy Families of Northern Michigan, Children's Special Health Services, Hearing and Vision Screening, Family Planning, Cancer Screening, Worksite Wellness, Smoking Cessation, Substance Use Prevention, Chronic Disease Prevention, and Environmental Health Services. DHD #10 serves Crawford, Kalkaska, Lake, Manistee, Mason, Mecosta, Missaukee, Newaygo, Oceana, and Wexford counties. For more information, visit www.dhd10.org.



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