

NEWS RELEASE
FOR IMMEDIATE RELEASE
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Families to learn budget-friendly ways to stay physically active

(Lawrence, KS) – The Lawrence-Douglas County Health Department’s WIC program and the Douglas County Community Health Improvement Partnership (CHIP) will host Kickin’ it with WIC Thursday, Sept. 29.

The event, for families enrolled in WIC (Special Supplemental Nutrition program for Women, Infants and Children), will be from 3 to 6 p.m. at the Community Health Facility, 200 Maine St. in Lawrence. Information on staying healthy and ideas on how to easily incorporate inexpensive and fun physical activity are the focus.

Some of this year’s participants are: the Douglas County Child Development Association, Healthy Families Douglas County, SafeKids coalition, Lawrence Memorial Hospital community education and Health Care Access Clinic.

“Regular physical activity is one of the best gifts parents can give their children,” said Jennifer Church, WIC Coordinator and Nutritionist. “Establishing regular physical activity patterns early in life is key. Finding simple, inexpensive activities families can do together such as biking, walking or playing catch increases the chances that physical activity will become a regular part of the day.”

The WIC (Special Supplemental Nutrition Program for Women, Infants and Children) program serves pregnant and postpartum women, infants and children up to age 5 who live in Douglas County, are determined to be at nutritional risk and meet income guidelines. Participants receive nutrition counseling and vouchers to purchase healthy foods for their families.