

NEWS RELEASE
FOR IMMEDIATE RELEASE
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Contact: Lisa V. Horn
Communications Coordinator
Office: (785) 856-7362

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 will host Kickin’ it with WIC Monday, Sept. 27.

The event, for families enrolled in WIC, 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: Health Care Access Clinic, the Douglas County K-State Research & Extension Office, Parents as Teachers, Lawrence & Douglas County Fire/Medical and Lawrence Memorial Hospital. Big Jay, the University of Kansas mascot, will be in attendance for the first time this year to promote the importance of physical activity.

“Regular physical activity is one of the best gifts parents can give their children,” said Gayle Sherman, 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.

Forty percent of all infants born in Douglas County are enrolled in WIC. As of Aug. 31, 1,548 clients were participating in WIC.