



WILLIAMSON COUNTY AND CITIES HEALTH DISTRICT

NEWS RELEASE

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FOR IMMEDIATE RELEASE

HEB Food Stores recognized for outstanding efforts by the Williamson County Board of Health

March 17, 2010 (Williamson County) –

HEB Food Stores in Williamson County, represented by HEB partner Laura Contreras, were recognized at the March 4th Williamson County and Cities Health District (WCCHD) Board of Health meeting for outstanding efforts in assisting WIC clients with new food rule changes.

Last fall, significant changes were implemented in order to make the Women, Infants, and Children (WIC) Special Supplemental Food Program food benefits package healthier. This included the addition of fruits, vegetables, whole grain products, baby foods, and an emphasis on lower-fat milk. The changes required months of preparation and training on the part of the WIC state office, local centers, and vendors.

Over one million women, infants, and children receive WIC benefits each month in Texas; of those nearly 8,500 receive benefits in Williamson County. During 2009, \$4,196,752.91 in WIC food benefits redemptions were paid to Williamson County grocers.

Ms. Contreras, one of many HEB “WIC Champions” across Texas knowledgeable about WIC and charged with providing accurate information about the program to HEB associates and partners, accepted the Board’s recognition. She informed attendees that each associate completed training pertaining to the WIC changes and affirmed that the new food packages were a positive change for WIC clients.

Board of Health Chair, Dr. Arlen Zander, and Executive Director, Dr. W.S. Riggins Jr., presented the certificate to Ms. Contreras at the meeting which was held at the new Texas A & M Health Science Center in Round Rock.

To learn more about the WIC Program and other services provided by *your public health department* please visit www.wcchd.org. This institution is an equal-opportunity provider.