



## Media Release

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### **TCHD RECEIVES WIC BREASTFEEDING AWARD OF EXCELLENCE FROM USDA**

Tazewell County Health Department (TCHD) is proud to announce that it has received the WIC Breastfeeding Award of Excellence from the U.S. Department of Agriculture (USDA).

Awarded annually, the WIC Breastfeeding Award of Excellence, “recognizes local WIC (Women, Infants, and Children) agencies for exemplary breastfeeding promotion and support activities, aiming to enhance breastfeeding initiation and duration rates among participants.”

“Our entire Birth to Five team is passionate about supporting breastfeeding during the critical early years of life, and we’re proud to offer programs that help improve health outcomes for the families in our community,” Beth Beachy, Director of TCHD’s Birth to Five division, said. “It is an honor to be recognized by the USDA, which sets high standards for WIC agencies.”

TCHD offers a robust array of breastfeeding support services which have long been a hallmark of the WIC nutrition program. This includes the Breastfeeding Peer Counselors program which provides home visits and phone counseling to breastfeeding moms when they need help for common breastfeeding concerns/issues. The Peer Counselors are available to call or text day or night, including weekends.

“Our success is largely attributed to our breastfeeding peer counselors,” Beachy said. “Their knowledge, passion, and caring attitudes make a big difference with the families they serve.”

The award is a testament to the hard work and dedication that TCHD’s WIC staff has put into expanding and improving the program since its move to the new Pekin location in November of 2024.

“With the re-location of our WIC services to TCHD – Pekin on Broadway, we have gotten closer to many of the families we serve,” TCHD Administrator Amy Fox said. “This has allowed us to forge new connections with parents in our communities like our Breastfeeding Parents Support group which meets two Fridays per month.”

For questions or media inquiries, please contact JD Raucci at 309-929-0395.

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