



FOR IMMEDIATE RELEASE

Aug. 30, 2023

Amy Phelps, Public Information Officer

Amy.j.phelps@wv.gov

Cell phone: 304-588-9697

Direct line: 304-420-1468

WIC pilots device; program recognized

The Mid-Ohio Valley Health Department's Women, Infants and Children program has been selected to pilot a new device to help their clients as well as received recognition for their breastfeeding efforts recently.

The Wood County office of WIC is piloting the use of the Pronto device from Masimo for hemoglobin checks. Where previously, finger sticks had to be used for testing pregnant women/new moms and children's levels for iron deficiency, the new device uses a finger cuff, much like a pulse meter, that will measure hemoglobin non-invasively.

"As of right now, Wood County is the only county using this, but we are extending this out to all of counties in the coming weeks," Jennifer Hebeb, WIC director, said. "So far our staff and clients seem to like it. It works well with children over (the age of) two and adults."

Habeb noted MOVHD are the only WIC offices in the state using the device so far.

MOVHD's WIC also recently received the Gold Award of Excellence for Breastfeeding. This USDA award for WIC departments recognizes the work employees do for promoting and

supporting breastfeeding in their clients. “Many thanks to all of our breastfeeding peer counselors that have helped make this possible,” said Habeb.

This is the second time that MOVHD’s WIC has received this recognition.

MOVHD WIC serves nine counties, including Wood, Wirt, Calhoun, Pleasants, Ritchie, Roane, Gilmer, Jackson and Mason.

Photos attached: logo for Gold Award, photo of the Pronto device doing a check.

###

The Mid-Ohio Valley Health Department serves Wood, Wirt, Calhoun, Pleasants, Ritchie and Roane Counties. It is located at 211 Sixth St. in Parkersburg. The offices are open 8 a.m. to 4 p.m. Call 304-485-7374 or visit the website, movhd.com for more information. Follow them at Mid-Ohio Valley Health Department MOVHD on Facebook and @MOVHealthDept on Instagram and Twitter.