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# News Release

## FOR IMMEDIATE RELEASE

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Department of Public Health

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## Health Department Receives \$5,000 Grant To Fund Baby Store Project

FAYETTEVILLE – The Cumberland County Department of Public Health has received a \$5,000 grant from the Dr. Ann F. Wolfe Endowment for Child Health and Infant Mortality to help fund the Baby Store Project. The incentive program will reward “Baby Bucks” to patients who attend scheduled appointments and participate in educational programs to reduce infant mortality and increase safe parenting.

The Baby Store Project was founded in 2010, but was forced to close in 2011 because funding ended. The grant money will allow the Health Department to bring back the Baby Store incentive program, which awards “Baby Bucks” to patients who attend scheduled clinic appointments and participate in educational programs to reduce infant mortality and increase safe parenting. The store will primarily serve low-income clients ages 18 to 44 living in Cumberland County.

The Maternity Clinic and Women, Infants and Children (WIC) Nutrition Services sections will distribute the bucks, and patients can redeem them in the baby store for items such as diapers, car seats, cribs and safety gear. The items are designed to supplement the health services provided by the immunization, preventive, maternal and child health programs.

Cumberland County has an infant mortality rate of 9 per 1,000 live births, which is higher than the state average of 7.8 per 1,000 live births. The Health Department provided maternity and child health services for over 8,000 clients in the 2011-2012 fiscal year.

Health Director Buck Wilson accepted the check from the Wolfe Endowment on Sept. 19 at the North Carolina Public Health Association conference in Asheville.

*For additional information about the Cumberland County Department of Public Health, please call 910-433-3600 or visit with someone at the information desk. Comments are welcome and can be submitted on our*

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website at [www.co.cumberland.nc.us/health/comment\\_form.aspx](http://www.co.cumberland.nc.us/health/comment_form.aspx). The Health Department is located at 1235 Ramsey St. in Fayetteville.

**See photo below:**



**Cumberland County Health Director Buck Wilson accepts a \$5,000 check from the Dr. Ann F. Wolfe Endowment for Child Health and Infant Mortality presented by Durham County Health Director Gayle Harris at the North Carolina Public Health Association Conference Sept. 19.**

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