

CALIFORNIA WIC PROGRAM: STRENGTHENING COMMUNICATION AND PARTNERSHIPS



California Department of Public Health Women, Infants, and Children (WIC) Division **Nutrition Services**

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June 10, 2015

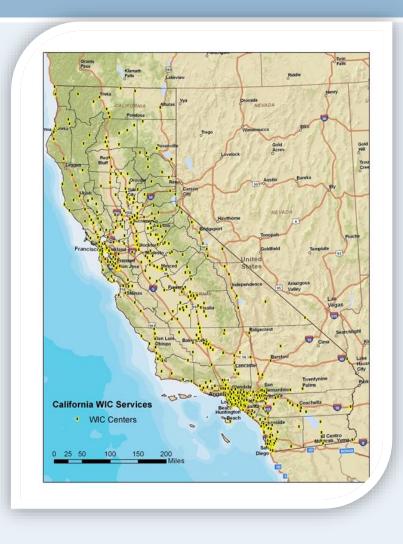
WIC Program Updates

- WIC Program at a Glance
- Current Partnership
 Initiatives
 - Referrals and Collaboration
 - Food Security
 - Community Engagement



WIC Program at a Glance

- 650 WIC Centers located in all 58 counties, every town, many street corners and strip malls in major cities
- Over 3,500 staff serve approximately1.3 M participants each month
- Over 60 percent of infants born in California participate in WIC





WIC Referral Information





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WIC Partnerships

Families Grow Healthy with WIC! Children Nutrition Program provides healthy foods. nutrition tips, health care referrals and community information.

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You may qualify if you: Are pregnant · Have a new baby Have children under sge 5 Have low to medium income?

 Receive Medi-Cal, CalFresh (Food Stamps) or CalWORKs (TANF) benefits visit our website at **www.wicworks.ca.gov** or call us at **1-888-942-9675**

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Monthly meetings to discuss collaboration efforts

- Program promotion such as "CalFresh Awareness" month
- Easily accessible links on each other's websites

Common Bond: Food Security



Healthier Choices 1% and nonfat milk for:

- Children over 2 years old
- All women participants

Increase in the child's fruit and vegetable cash value amount from \$6 to \$8



Community Engagement: Regional Breastfeeding Liaison

Breastfeeding experts positioned to establish or strengthen partnerships with local community organizations providing services to the WIC population





California WIC Technology

What's on the horizon?

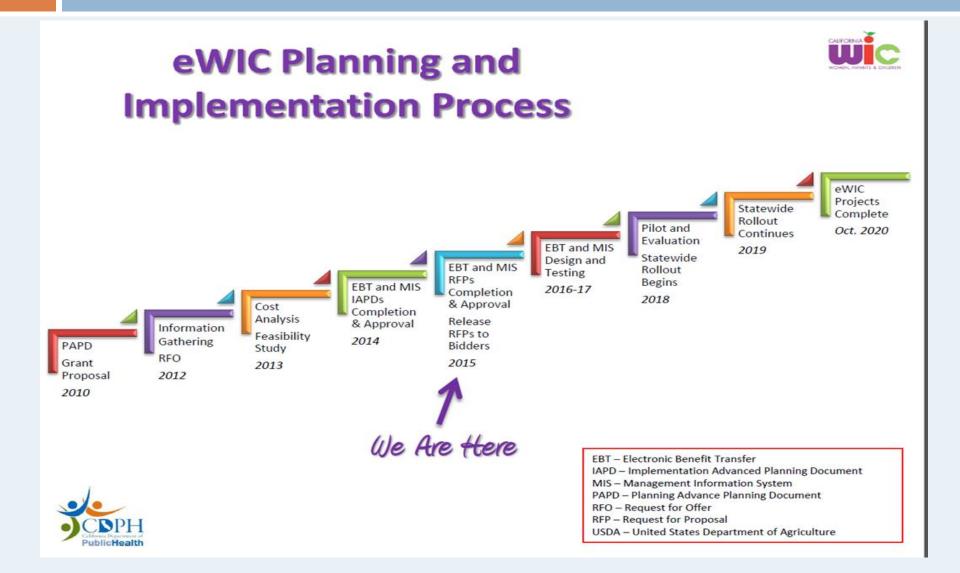
* Implement Electronic Benefit Transfer (EBT)



* Develop a new Management Information System (MIS)

* eWIC is the term for both the EBT and the MIS projects.

California eWIC Timeline



For More Information

Contact

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