



CALIFORNIA WIC PROGRAM: STRENGTHENING COMMUNICATION AND PARTNERSHIPS



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

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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 approximately 1.3 M participants each month**
- ▣ **Over 60 percent of infants born in California participate in WIC**



WIC Referral Information

Substance Abuse

If you or someone else thinks you have a problem with alcohol or other drugs, ask a WIC staff person for help or more info.

For strong or alcohol abuse help:

Call toll free 1-800-479-7772 or 1-800-462-4357
Visit www.alcohol.org

If you want to quit smoking, the California Tobacco Use Reduction Program can give you self-help materials, a referral list, and one-on-one counseling over the phone.

Call one of the Smoker's HelpLines listed below:

- English: 1-800-442-0447 or 1-800-442-0448
- Spanish: 1-800-442-0448
- Vietnamese: 1-800-775-4446
- Chinese: 1-800-818-0117
- Korean: 1-800-354-0384
- Hmong: 1-800-354-0384
- Other: Tobacco or Health: 1-800-444-3435

For more information:
Visit www.alcohol.org

Family Violence

Domestic violence is a crime problem in California and the United States. Domestic violence includes violence between spouses, individuals in dating relationships, and former partners or spouses and can occur inside or outside the home.

For more information and support resources:
Call 1-800-799-7273 (SAFE),
or 1-800-567-0221 (TTY)

Your WIC staff can put you in touch with programs or services you may need. Don't be afraid to ask for support.



Referrals

How Can We Support You?



WIC can put you in touch with programs or services that you may need such as:

- CalFresh
- CalWORKS
- CHOP
- Child Support
- Immunizations
- Medi-Cal

and also permission and treatment programs that:

- Drug, Alcohol, or Tobacco Use
- Family Violence



CalFresh (formerly called Food Stamps)

CalFresh can add to your food budget to put healthy and nutritious food on the table.

If you qualify for CalFresh benefits, you will receive a plastic card to buy food from approved grocery stores or farmers' markets.



U.S. citizens and documented immigrants are welcome to apply. Children who were born in the United States may be eligible, no matter where their parents were born.

For information:

Call 1-877-442-3000
or 1-877-442-3001 (English)
or 1-800-4-A-CALIFORNIA
or 1-800-838-8800 (Spanish)
Visit www.calfresh.ca.gov

California Work Opportunity and Responsibility to Kids (CalWORKS)

CalWORKS is the monthly temporary cash assistance program for low-income families, pregnant women, and children under age 18. This program has work requirements.

If you are self-employed, do not apply for CalWORKS for yourself. Apply only for those family members who are citizens or have legal permanent residence.

For information:

Visit www.cwks.ca.gov/calworks



Child Health and Disability Prevention Program (CHOP)

The Child Health and Disability Prevention Program (CHOP) provides free health and dental check-ups to children. Regular check-ups can prevent future problems. Children need to be checked often and get their shots on time.

Children of WIC families may be eligible for CHOP services.

To find your local CHOP provider:
Visit www.dhs.ca.gov/services/child

Child Support

If you are not receiving CalWORKS cash benefits you should be getting child support from your child's father or mother. Call your local child support agency or contact the California Department of Child Support Services.

For more information:

Call 1-800-955-5137
Visit www.childsupport.ca.gov

Immunizations

Extra Shots, Immunize Now!

Doctors (shots) help protect your children from serious and sometimes deadly diseases. Make sure your children get shots when they need them.

Anyone who comes in close contact with your child (like a parent, grandparent, or babysitter) may also need some shots to help protect your baby.

WIC families may be eligible for free or low cost vaccines through:

- CHOP programs
- Vaccines for Children (VFC) providers or
- Your local public health department

For information:

Visit www.dhs.ca.gov/services/immunize,
or www.effortimmunize.org

Medi-Cal

Medi-Cal pays for a variety of medical services for children and adults with limited income and resources. Even if you are working, own a home, or are married, you may be eligible for Medi-Cal.

People in many different situations qualify for Medi-Cal.

Medi-Cal will pay for your prenatal care, delivery, and check-up after your baby is born. Pregnant women eligible for Medi-Cal may be eligible for WIC, regardless of immigration status.

For more information:

Call toll free 1-800-485-1363
Visit www.dhs.ca.gov/services/medicaid
Or apply on line at www.immocalif.org

WIC Partnerships

New!

Families Grow Healthy with WIC!

The Women, Infants, and Children Nutrition Program provides healthy foods, nutrition tips, health care referrals and community information.



You may qualify if you:

- Are pregnant
- Have a new baby
- Have children under age 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 for more information.



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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



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

Healthier Choices

1% and nonfat milk for:

- **Children over 2 years old**
- **All women participants**



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



eWIC Planning and Implementation Process



EBT – Electronic Benefit Transfer
IAPD – Implementation Advanced Planning Document
MIS – Management Information System
PAPD – Planning Advance Planning Document
RFO – Request for Offer
RFP – Request for Proposal
USDA – United States Department of Agriculture

For More Information

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