

## CALIFORNIA WIC PROGRAM: STRENGTHENING COMMUNICATION AND PARTNERSHIPS



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

Barbara Longo, MS, RD Nutrition Standards Branch Chief

June 10, 2015

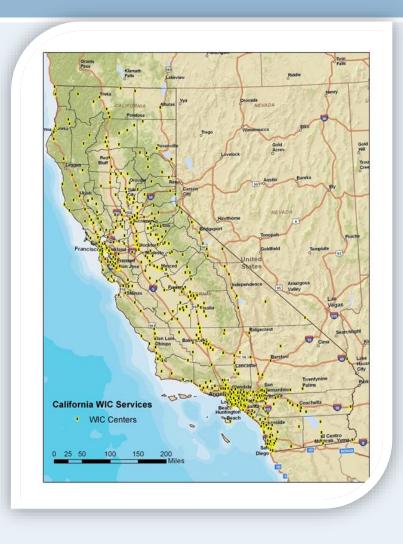
## **WIC Program Updates**

- 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**





If the goaldy for Califords hatering, yes will motive a planta- and its bas-fixed boss-approval. ground when a firsters markets.



CTL chipses and deliveration & Internation on webling to party. Indexes who save bare in Http: I stated Transis man for digible as assists where Party jaments were been.

#### Fort latter products

14114F146-3000 A street web linghts child in sease A. Correctione to their relation of the International Contraction of the International Contractional Contractiona the size called in pro-

#### California Work Opportunity and Responsibility to Kate (CatWORKs)

CaDWORED is fits monihily temperate cade animies program for law points families. pregioust scenera, and diddate studet up 14. This progenital fails returns resputerent another

If you are participatented, 40 and apply for Ca20/UELTer prevail Apply with the three lensity includes also an obtain in have kind protonant investments.

#### Post informations:

That sees take in got individual



#### Child Health and Daubility Presentiate Program (CHOP)

The Child Health and Dealsfort Forestein Program (COD) provides lime based and domal church opin to children Regular check can not pretent asset generations of Maldone around he but therefored affines and gettheir shorts on these

Children of WK families use builights for OTP-evila.

#### To thad tonic local CHEW provider:

That manufacture protections shelp.

#### Child Support

If you not not not may CaNONEs and hash you should be going, fuld appear how one ddd's infact on territory will send listed child support spectra or contract the California Department of Child. import brogs."

#### But major individualizations

141144-0111-012 Must mere-bibling-ranger

#### International Automation

#### Love there, increasing there?

Neurisein (delete) (inder proteine prose) children literatserious and constitute dially diseases Wale incr your children get duite afait, they seed lieute

iterate who come in the contact with cost fails! life a patron, grandpaton, or failpointer) may also send tone don't to help protect your faster.

WE heading may be digble for loss of low cost Incident Bringh.

- 1 CHER MANAGER
- Naciony for Children (VPC) parenties or
- + New York public health department

#### Prot Indiantianticologi

Hat see diff. I ge program immune. or your effect frame.org

#### Mad-Cal

Mod-Cel pays his a service of mode-all accountfor children and allely with heated second and resonances. From it was not weaking, rack a becam, or ant-manifold, into inter the slightly for "blods-tipd-

People in many different structure quality but Madi Cal-

Mode-Call will pay the treat presented care, delivery, and theik up after your balls a loast. Prognatimonies alights for black field one be alighte by WE, repriles of mangestan sura-

#### that search inforcientitud;

1'nd tol (tou: )-408-880-2105 This even that an premier law much aid -Disapple as line at even loss/MinuLong



## **WIC Partnerships**

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

### **Families Grow Healthy with WIC!**

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 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** 

You may qualify if you:

 Have low to medium moorne# 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 more information.

JODPH WIC

atution is an equal opportunity provid

California Department of Public H California WIC Program

JCDPH WIC

California Department of Public Health **California WIC Program** Attution is an equal upp ortunity

JCDPH Wic California WIC Program itution is an equal apportunity provide

· Are pregnant

· Have a new baby Have children under age 5

### **Families Grow Healthy with WIC!**

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 t 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** 

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?

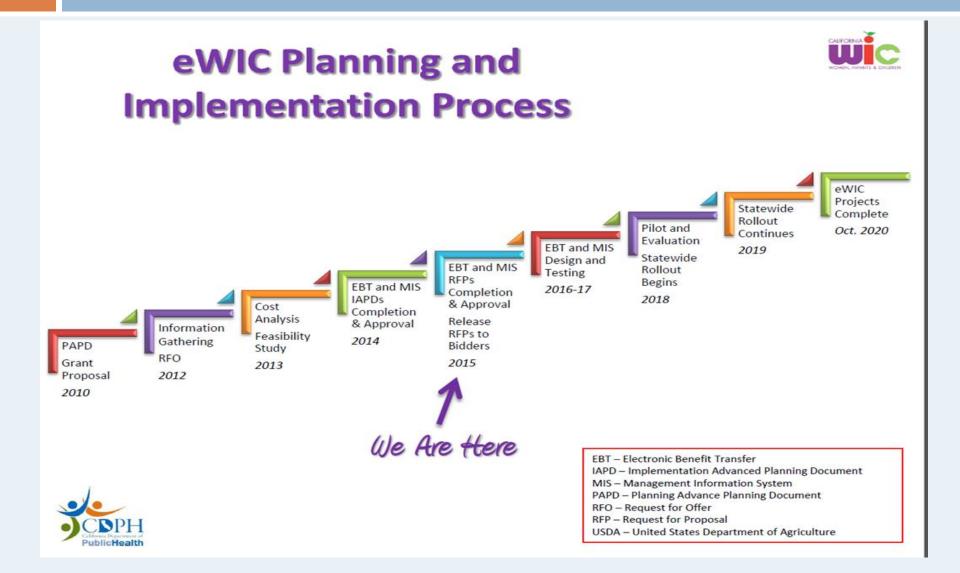
\* Implement Electronic Benefit Transfer (EBT)



\* 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

## Barbara Longo, MS, RD at Barbara.longo@cdph.ca.gov Or call 916.928.8806

