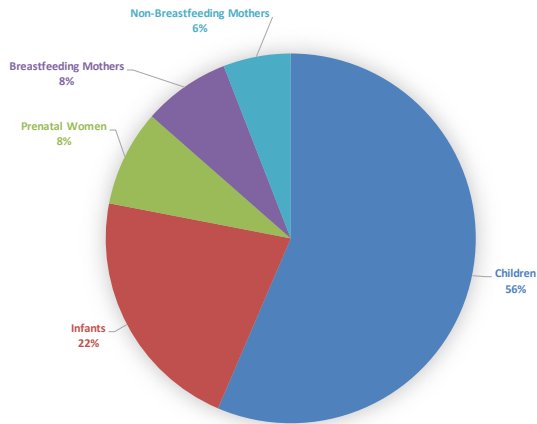


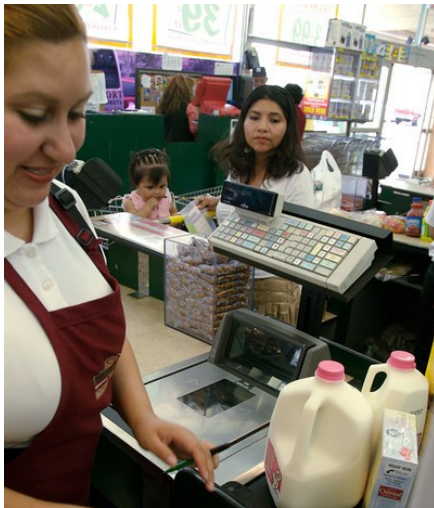
California WIC Program: WIC Works!

California WIC Participation by Certification Category, Monthly Average over FFY October 2018 – September 2019



53% of all infants born in California in 2016 were certified by WIC in their first year!

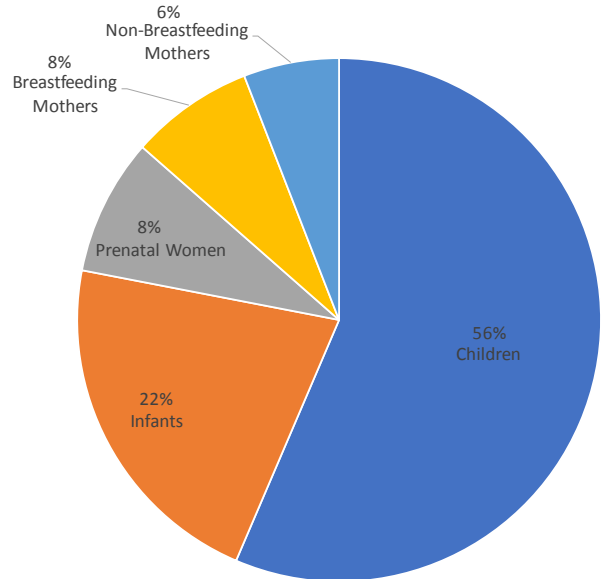
61.1% of eligible individuals participate in the California WIC Program in 2017, surpassing the national rate by 10%, a statistically significant amount.



Local Retail Grocers

The WIC food package provides a healthy bag of groceries for young families including milk, cheese, cereal, bread, eggs, beans, fruits and vegetables, tofu, juice and more. WIC benefits are redeemed monthly at local grocers and supplement families' food budget. In May 2019, California WIC participants purchased over \$62 million in groceries. The new WIC Card will make shopping more convenient for families and grocers.

California WIC Participation by Certification Category, Monthly Average over FFY October 2018 – September 2019



WIC provides supplemental nutritious foods through local retail food outlets to low-income families, and services which include nutrition education, breastfeeding support, and help finding health care

California WIC CARD & WIC WISE

California WIC will complete the transition to replace paper food checks with the California WIC Card in late March. The WIC Card is an Electronic Benefit Transfer (EBT) system that will provide an easier way to issue food benefits and will improve the shopping experience for WIC families and grocers. The new computer-based data system includes a new EBT-ready Management Information System, known as WIC WISE, (WIC Web Information System Exchange). Visit <https://www.cdph.ca.gov/Programs/CFH/DWICSN/Pages/WICCard.aspx> for more information.



WIC Serves Military Families

There are WIC offices on most military bases, including those overseas, because many military families fall within the low-income guidelines. In California, there are 12 WIC clinics located on or near military bases. WIC checks can also be used at commissaries – in May 2019, WIC checks spent at commissaries amounted to \$117,733 spent by 2,525 WIC participants. All twenty-four active commissaries redeemed WIC checks during the same time period. Many WIC clinics are also located in health centers, next to Head Start locations, or are co-located with other important family services.



WIC Breastfeeding Support in California

Breastfeeding support is a large part of the WIC services. While over 90% of California women start to breastfeed, various challenges make it difficult to continue to breastfeed. Working with community partners including hospitals, community clinics and employers, WIC employs multiple strategies to support breastfeeding initiation and duration. The state Maternal Child and Adolescent Division works closely with WIC to utilize state and federal data to better understand disparities and target support.



Supporting California Farmers

WIC participants are able to use their WIC benefits at authorized grocery stores and farmer's markets throughout the year to buy fresh fruits and vegetables—for California WIC participants, produce often happens to be grown locally! In May 2019, California WIC participants purchased over \$6.3 million in fruits and vegetables, ensuring that their children have healthy nutritious produce, and supporting California farmers at the same time.



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