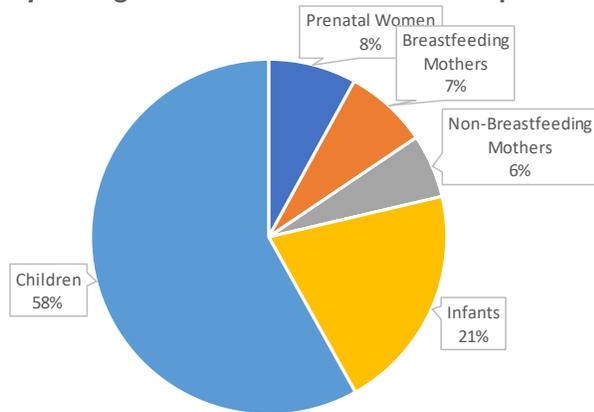


California WIC Program: WIC Works!

**California WIC Participation by Certification Category
Monthly Average over FFY 2020: Oct. 2019 - Sept. 2020**



49.6% of all infants born in California in 2018 were certified by WIC in their first year!

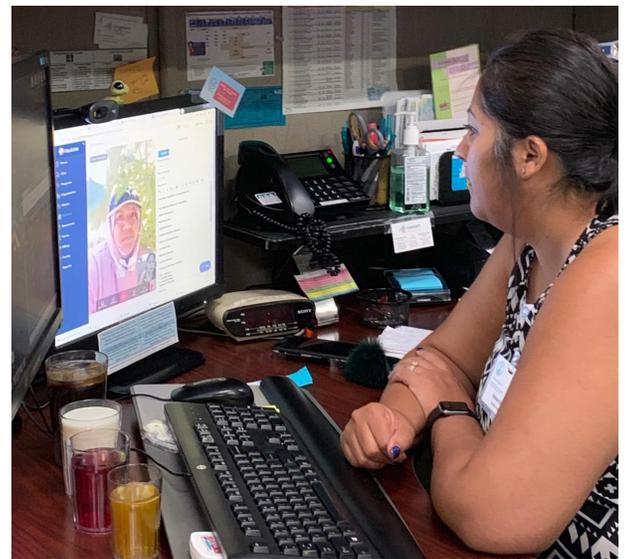
61.1% of eligible individuals participate in the California WIC Program in 2017.

Nearly 950,000 participants were served by CA WIC in September 2020



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 September 2020, California WIC participants purchased over \$55 million in healthy groceries. Efforts are underway to expand online ordering/pick-up/self-check out/delivery for WIC purchases.

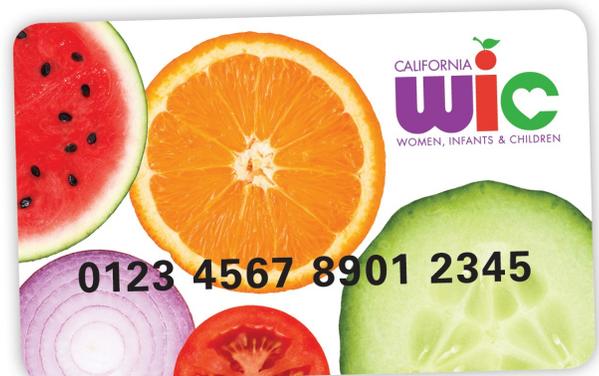


Technology

WIC local agencies are using remote services and business operations with texting, online education, phone, email, and videoconferencing. In-person care will always be an option, but is limited during the pandemic for the safety of participants and staff. Remote options are very popular among participants.

California WIC CARD & WIC WISE

California WIC completed the transition to replace paper food checks with the California WIC Card in late March 2020. The WIC Card is an Electronic Benefit Transfer (EBT) system that provides an easier way to issue food benefits and improves 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).



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 10 WIC clinics located on or near military bases. WIC benefits can also be used at commissaries – in September 2020, WIC benefits spent at commissaries amounted to \$104,940 spent by 1,718 WIC participants. All twenty-four active commissaries redeemed WIC benefits 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



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 September 2020, California WIC participants purchased nearly \$5.5 million in fruits and vegetables, ensuring that their children have healthy nutritious produce, and supporting California farmers at the same time.

WIC Breastfeeding Support in California

Breastfeeding support is a large part of 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.

