



HOW WIC HELPS THE GOLDEN STATE

MISSION OF WIC

To assure healthy pregnancies, healthy birth outcomes and healthy growth and development for women, infants and children up to age 5 who are at nutritional risk, by providing nutritious supplemental foods, breastfeeding promotion and support, education on healthy eating, and referrals to healthcare and critical social services.

FUN FACTS

CA WIC CONTINUES TO BE THE STATE WITH THE HIGHEST PROGRAM COVERAGE REACH

CA WIC COMPLETED ITS FIRST DATA MATCH WITH THE CALFRESH (SNAP) PROGRAM, ALLOWING THEM TO IDENTIFY INDIVIDUALS ELIGIBLE FOR WIC BUT NOT PARTICIPATING IN WIC. GEOGRAPHIC MAPS WITH THESE RESULTS WERE DISTRIBUTED TO LOCAL AGENCIES

WIC MOBILE WEBSITE ANALYTICS ARE MONITORED FOR USE, AND WEBSITE CHANGES ARE MADE AS A RESULT OF PARTICIPANT ACCESS

FROM OUR PARTICIPANTS

"The WIC program taught me to feed my children healthy meals and breastfeed my child. I also became a peer counselor and helped other mothers with nursing their babies. Then I became a Breastfeeding Peer Counselor Manager, then I went to school became a Lactation Consultant (IBCLC) and was able to raise my children on my own. I owe everything to the WIC program for what they taught me, the confidence they gave me, the programs they have. Only my oldest child used the WIC program and it helped her tremendously, especially with breastfeeding, he was a long term breastfeeder, and has been very healthy all his life."

WIC Participant, California

"Our company, Nutricion Fundamental, Inc., was founded over 20 years ago to provide WIC families with the healthy foods they need and deserve. We now operate 85 stores in two states employing over 475 people, many who themselves have been participants in the WIC program. Most of our stores operate in areas with limited access to healthy food choices, giving us the opportunity to bring fresh, wholesome food to everyone in the neighborhood."

WIC has also made it possible for us to expand our business model; last year we opened our first healthy neighborhood market. Stocking no alcohol or tobacco, our healthy neighborhood market will bring new hope and opportunity to the community. As one local leader put it "Without a neighborhood market, you don't really have a neighborhood." We are looking forward to the next twenty years working with WIC to improve the health of not just WIC families, but all the families our markets will serve."

WIC Grocer Participant, California

WHO PARTICIPATES IN WIC?

California WIC Participation FY 2016



Pregnant Women	102,625
Fully Breastfeeding Women	[52,972]
Total Breastfeeding Women	95,960
Postpartum Women	66,808
Infants	243,456
Children	666,026
Total	1,174,875
Coverage (% eligible)	71%

Source: USDA FNS WIC Program Data FY2016 <https://www.fns.usda.gov/pd/wic-program>



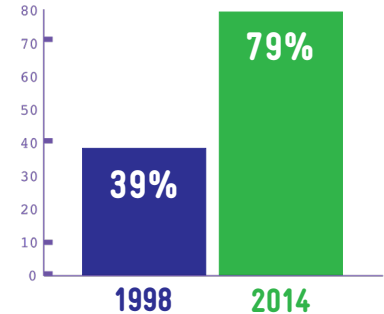
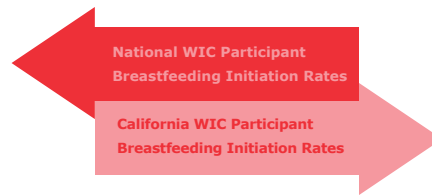
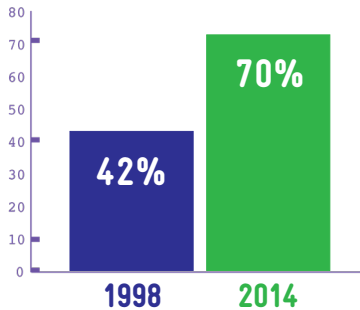
WIC IS EFFICIENT

California WIC Food and Nutrition Services Benefits FY 2016

Average monthly food value per participant	\$46.09
Net federal food cost	\$649,745,167
Competitive bidding savings	\$216,526,163
Nutrition, client services, and program management	\$306,172,872
Total funds to state	\$1,172,444,202

Source: USDA FNS WIC Program Data FY2016 <https://www.fns.usda.gov/pd/wic-program>

BREASTFEEDING



Source: USDA 2014 WIC Participant and Program Characteristics (PC) Report. PC data allows for standardized comparisons to demonstrate overall progress. Some states collect more data than required by the PC Report and may yield different and more current results than shown.

EBT STATUS

California is implementing WIC EBT statewide. All state WIC programs must transition from paper vouchers to electronic benefit transfer cards (EBT) by 2020.

WIC SUPPORTS MILITARY FAMILIES

California WIC supports its military by conveniently locating WIC clinics on military bases (9 clinics) or adjacent to a base that predominantly serve military families (3 clinics). In one month (August 2016), a little over 4,000 participants redeemed a WIC food instrument at one of our 24 commissaries, representing a total of \$171,224 in monthly monetary benefits for our military families.

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