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

**BASED ON UPDATED LANGUAGE PREFERENCE DATA FROM FAMILIES, CALIFORNIA WIC WILL NOW TRANSLATE CORE MATERIALS INTO 2 ADDITIONAL LANGUAGES (ARABIC, ARMENIAN, CHINESE, FARSİ (DARI), HMONG, KOREAN, PUNJABI, RUSSIAN, VIETNAMESE, AND SPANISH), FOR A TOTAL OF 10 LANGUAGES.**

**CALIFORNIA MATCHED WIC PROGRAM DATA WITH SNAP AND BIRTH DATA FILES TO IDENTIFY POTENTIALLY ELIGIBLE BUT NOT PARTICIPATING INDIVIDUALS, GEOCODED THE RESULTS AND PROVIDED MAPS TO LOCAL AGENCIES FOR OUTREACH PURPOSES.**

**UTILIZE GOOGLE ANALYTICS TO MONITOR AND IMPROVE CALIFORNIA’S MOBILE WEBPAGE, ALLOWING PARTICIPANTS TO TRACK APPOINTMENTS, GET BREASTFEEDING SUPPORT, LOCATE CLINICS, GROCERY STORES AND FARMERS’ MARKETS.**

FROM OUR PARTICIPANTS

“I never would have thought of WIC, but when my husband was laid off of work we needed extra help. When my youngest was born, he ended up needing special formula and the WIC program was there to support him. Formula is so expensive and I don’t know what we would have done."

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 VENDOR CALIFORNIA

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pregnant Women</td>
<td>92,000</td>
</tr>
<tr>
<td>Fully Breastfeeding Women</td>
<td>48,126</td>
</tr>
<tr>
<td>Total Breastfeeding Women</td>
<td>89,329</td>
</tr>
<tr>
<td>Postpartum Women</td>
<td>62,873</td>
</tr>
<tr>
<td>Infants</td>
<td>229,312</td>
</tr>
<tr>
<td>Children</td>
<td>606,728</td>
</tr>
<tr>
<td>Total</td>
<td>1,080,241</td>
</tr>
<tr>
<td>Coverage (% eligible)</td>
<td>65.00%</td>
</tr>
</tbody>
</table>


WHO PARTICIPATES IN WIC?

California WIC Participation FY 2017

MARCH 2019

Please direct all questions to NWA at 202.232.5492.
**WIC IS EFFICIENT**

California WIC Food and Nutrition Services Benefits FY 2017

- Average monthly food value per participant: $45.33
- Net federal food cost: $587,554,139
- Competitive bidding savings: $217,550,041
- Nutrition, client services, and program management: $313,403,551
- Total funds to state: $1,118,507,731

Source: USDA FNS WIC Program Data FY2017 https://www.fns.usda.gov/pd/wic-program

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**EBT STATUS**

California is implementing WIC EBT/eWIC 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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**BREASTFEEDING**

<table>
<thead>
<tr>
<th>Year</th>
<th>National WIC Participant Breastfeeding Initiation Rates</th>
<th>California WIC Participant Breastfeeding Initiation Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998</td>
<td>42%</td>
<td>39%</td>
</tr>
<tr>
<td>2016</td>
<td>71%</td>
<td>78%</td>
</tr>
</tbody>
</table>

Source: USDA 2016 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.