CALIFORNIA LOCAL VENDOR LIAISON PROGRAM

KIM FRINZELL, RD
DEPUTY DIVISION CHIEF, CALIFORNIA WIC PROGRAM
DEMOGRAPHICS
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A comprehensive approach to the new WIC foods:

• Local agency staff training

• Participant education

• Medical community outreach

• Vendor readiness assessment
PROMOTING A POSITIVE SHOPPING EXPERIENCE
Try adding chopped apples to your oatmeal.
VENDOR BOOM
REVISED LVL ROLE

Verification

Observation

Summary
INFRASTRUCTURE AND SUPPORT
LESSONS LEARNED

"185 FEET
"EASY DOES IT"
If you think you're too small to have an impact, try going to bed with a mosquito in the room.

--Anita Roddick

For more information about the California LVL Program:

www.wicworks.ca.gov

Or

kim.frinzell@cdph.ca.gov