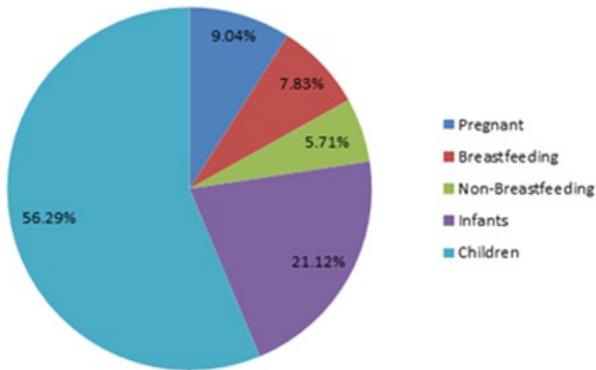
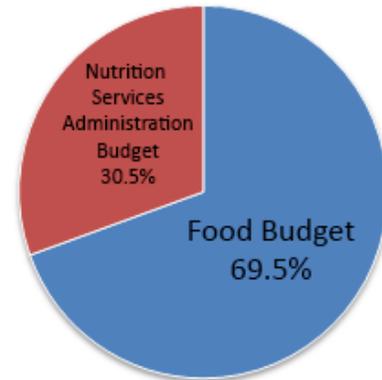


California WIC Program: WIC Works!

California WIC Population by Category
FFY 2015-2016



California WIC Program
Budget Breakdown
FY 2015-2016



58.6% of all infants born in California in 2013 were certified by WIC in their first year!

76.1% of eligible individuals participate in the California WIC Program, surpassing the national average by 16 percentage points. (2013)

Supporting California Farmers

WIC participants are able to use their WIC checks 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 August 2016, California WIC participants purchased over \$7.5 million in fruits and vegetables, ensuring that their children have healthy nutritious produce, and supporting California farmers at the same time.



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 and community services.



eWIC (WIC EBT & MIS)

California WIC is making steady progress to replace paper food checks with electronic cards in an Electronic Benefit Transfer (EBT) system. The computer-based data system is also being replaced with a new EBT-ready Management Information System (MIS). The two systems will be replaced concurrently and the project is known as eWIC. Piloting will begin in 2019 and statewide rollout completed by April 2020. California WIC has also recently rolled out a new mobile-friendly website where participants can see upcoming appointments and their authorized food items, and much more!
<https://m.wic.ca.gov/>

WIC and 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 13 WIC clinics located on or near military bases. WIC checks can also be used at commissaries – in August 2016, WIC checks spent at commissaries amounted to \$171,224 spent by 4,029 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.

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 checks are redeemed monthly at local grocers and supplement families' food budget. In August 2016, California WIC participants purchased over \$74 million in groceries.



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.