



National WIC Association
Your child has you. And you have WIC.



How WIC Impacts the People of California

ROLE OF THE WIC PROGRAM

With firm commitment to safeguarding and advancing the nutrition status and health of mothers and children and to promoting breastfeeding in the U.S., the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) works within each state to improve healthcare access for low and moderate income women and children with, or at risk of developing, nutrition-related health problems, including obesity and type 2 diabetes. WIC provides nutrition education and healthy foods enabling families to make lifelong healthy eating and lifestyle choices. The foods in the WIC food packages are specifically selected for their nutritional value to supplement the dietary needs of participants to ensure good health, growth and development. See how WIC impacts the people of California.

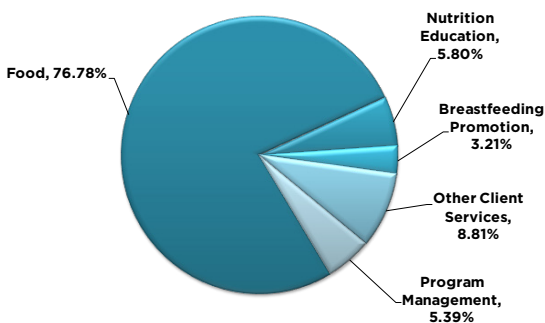
Average California
Monthly WIC Participation
October 2010 – September 2011
FY 2011 (preliminary)

Pregnant Women	134,350
Breastfeeding Women	112,161
Postpartum Women	84,633
Infants	294,283
Children	841,137
Total Participation	1,466,564

California
WIC Food and Services Benefits
October 2010 – September 2011
FY 2011 (preliminary)

Total Food Benefit Value Per Participant (monthly)	\$62.57
Total Food Benefit Spent in State (Food + Rebate)	\$1,101,352,612
Manufacturer Cost Containment Rebate	(\$180,722,649)
Net Federal Food Cost	\$920,629,963
Nutrition Service Benefits	\$332,954,033

California WIC Funding FY 2011
(Pre-rebates)



The WIC Funding for FY 2011 graph illustrates Food Costs and the allocation of Nutrition Services Benefits in California:

- ➔ Food (pre-rebate): 76.78%
- ➔ Nutrition Education: 5.80%
- ➔ Breastfeeding Promotion: 3.21%
- ➔ Other Client Services: 8.81%
- ➔ Program Management (Admin): 5.39%

WIC PROMOTES HEALTH AND HEALTHCARE SAVINGS

HEALTHY EATING

WIC provides nutrition education and healthy foods to help families make healthy choices. The WIC food package includes fruits, vegetables, low-fat dairy, and whole grains. The food package helps combat food insecurity, and contributes to healthy diets which aid in reducing obesity and chronic disease.

27%

of **California** children are food insecure.*

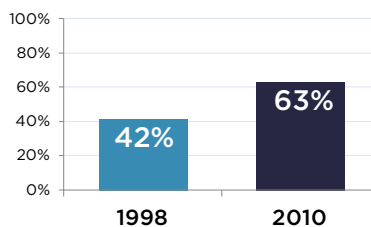
*Food insecurity refers to a lack of access, at times, to enough food or nutritionally adequate food.¹

WIC helps families combat food insecurity and nutrition-related health problems including obesity and type 2 diabetes.

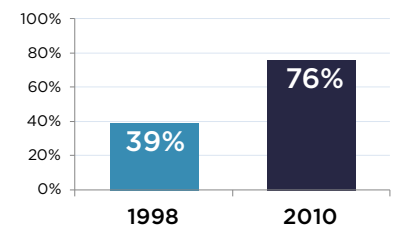
BREASTFEEDING

Research shows that breastfeeding provides numerous health benefits to both the mother and her baby, helping to reduce healthcare costs. Breastfeeding lowers a child's risk of obesity, type 2 diabetes, and asthma. WIC is the largest public breastfeeding promotion program in the nation, providing mothers with education and support.

National WIC Participant Breastfeeding Rates



California WIC Participant Breastfeeding Rates



Source: USDA 2010 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.

PROGRAM INTEGRITY

Participants and retail vendors will experience easier benefit access and delivery as WIC aims to implement Electronic Benefit Transfer (EBT) nationwide by 2020. EBT helps reduce opportunities for vendor food cost price fraud and abuse.

California is currently in the planning phase for WIC EBT implementation.

VOICES OF CALIFORNIA WIC PARTICIPANTS

"The WIC program is an amazing program. I especially enjoyed learning about healthy eating habits, what foods you feed your child really create happy healthier children."

—WIC Participant, **California**

"When I became acquainted with the WIC Lactation Consultant, she helped me overcome many personal difficulties as well as ensure that I could successfully breastfeed my child. I was able to nurse my daughter up until 11 months and now have a healthy 2 ½ year old."

—WIC Participant, **California**

State WIC Director

Christine Nelson
PO Box 997373 MS 8600
3901 Lennane Drive
Sacramento, CA 95899-7375/95834

T: 916-928-8806
F: 916-440-5558
E: Christine.Nelson@cdph.ca.gov

Nutrition Coordinator

Barbara Longo, MS, RD
PO Box 997373 MS 8600
3901 Lennane Drive
Sacramento, CA 95899-7375/95834

T: 916-928-8870
F: 916-263-3321
E: Barbara.Longo@cdph.ca.gov

Breastfeeding Coordinator

Erika Trainer, MS, RD, IBCLC
PO Box 997373 MS 8600
3901 Lennane Drive
Sacramento, CA 95899-7375/95834

T: 916-928-8537
F: 916-263-3317
E: Erika.Trainer@cdph.ca.gov

State Vendor Manager

Kim Frinzell, RD
PO Box 997373 MS 8600
3901 Lennane Drive
Sacramento, CA 95899-7375/958344

T: 916-928-8888
F: 916-263-3321
E: Kim.Frinzell@cdph.ca.gov

NWA's mission: Providing leadership to promote quality nutrition services; advocating for services for all eligible women, infants, and children; assuring the sound and responsive management of WIC.

¹Feeding America. *Mind the Meal Gap*. Retrieved July 2012 from <http://feedingamerica.org/hunger-in-america/hunger-studies/map-the-meal-gap.aspx>