

Celebrating 50 years of growing healthy families!



50 YEARS



#WICstillhere

Federal Supplemental Nutrition and Education Program

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This institution is an equal opportunity provider.



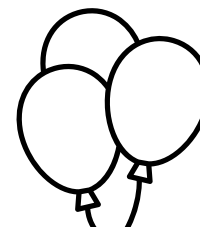


50
YEARS

**Celebrate 50 years
of WIC!**



Happy
Birthday
WIC!



WIC PROGRAM GOALS

Improve Outcomes for:

- Pregnancy
- Infant birth weight
- Breastfeeding initiation & duration
- Obesity prevention
- Connecting families with community resources

Families Grow Healthy with WIC





4 WIC CORE SERVICES



BREASTFEEDING

- Lactation Consultants
- Mother to Mother Support
- Pump Programs
- Education



NUTRITION

- Nutrition Assessments
- Individualized counseling
- Education
- Classes



MONTHLY FOOD BENEFITS

- Fresh fruits & vegetables
- Dairy products
- Legumes
- EBT Card



REFERRAL TO OTHER SERVICES:

- Medi-Cal
- Dental Care
- Housing
- Emergency Food Programs
- Behavioral Health



WIC Serves Individuals who are:

- Pregnant
- Post-partum
- Breastfeeding
- Infants
- Children up to the month of their 5th birthday



Who is eligible for WIC?

- Families with limited income
- Grandparents, foster parents, fathers, guardians-raising infants or children under 5



TEAM WIC

- Registered Dietitians
- Nutrition/Breastfeeding Counselors
- Breastfeeding Peer Counselors
- Lactation Consultants
- Regional Breastfeeding Liaisons
- Local Vendor Liaisons





Amairany
Nutrition Counselor



Kim
Breastfeeding Peer Counselor



Yadira
WIC Nutrition Counselor



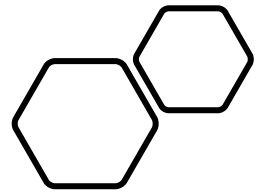
Ana L.
Lactation Consultant

WIC REMOTE SERVICES



Calling all participants by appointment **via phone**

- Assessing nutrition
- Eligibility assessments Breastfeeding Support
- Remote benefit issuance into WIC Card
- Sharing resources via text ie. videos, pictures, links etc.





I'm 1
Let's have fun!

Choose Less Juice, More Water

WIC food benefits include 100% juice—no added sugar. These juices provide vitamin C, an important nutrient for you and your children. Juice, in small amounts, can be part of healthy eating.

How much juice can I give my child?
WIC and the American Academy of Pediatrics recommend:



Iron for Strong Blood



Foods with iron

Meats:

- Clams
- Liver and organ meats
- Beef
- Chicken
- Turkey
- Fish
- Pork

Non-meat foods:

- Enriched cereals
- Beans, Lentils, Soybeans
- Tofu, firm
- Leafy greens: spinach, collards, chard, kale
- Whole grains
- Enriched bread, tortillas, rice, pasta, cooked cereal
- Peanut Butter
- Dried Fruit
- Eggs

Foods with the most iron are at the top of the list.



A GUIDE TO

Breastfeeding



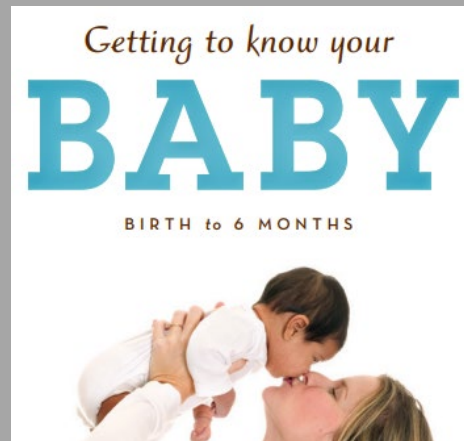
Days 1-2
Black, thick, and sticky



Days 3-4
Greenish to yellow and less thick



By Day 5
Mustard or yellow, seedy and watery



Getting to know your
BABY

BIRTH to 6 MONTHS



Good food for one year olds — **offer** me every day:

Grains

5 or 6 of these choices:

- ¼ to ½ slice bread or tortilla
- ¼ to ½ cup dry cereal
- ¼ cup cooked noodles, rice, oatmeal
- 2 or 3 small crackers

Half the grains I eat should be whole grains!



Vegetables

3 or more of these choices:

- ¼ cup cooked chopped vegetables
- ¼ cup cooked mashed vegetables
- 2 ounces vegetable juice

Offer me a dark green or orange vegetable every day!



Feed Me!



The California WIC Card

4 YEARS IN!!

- **Electronic Benefit Issuance**
- Phone app.
- New updated pamphlets
- WIChealth.org
- Virtual Breastfeeding Class
- Staff Training for virtual support
- More virtual classes & counseling



The New California WIC App

Find all these at your fingertips:

- WIC locations
- WIC grocers
- WIC Shopping Guide
- Your WIC Food Balance
- UPC scanner to identify WIC authorized foods
- Your next WIC appointment
- Resources for families
- WIC income guidelines
- Plus much more!

To register, you will need the information below:

- Email address
- Active WIC card number
- Cardholder's date of birth
- Cardholder's zip code

Download today, for free!

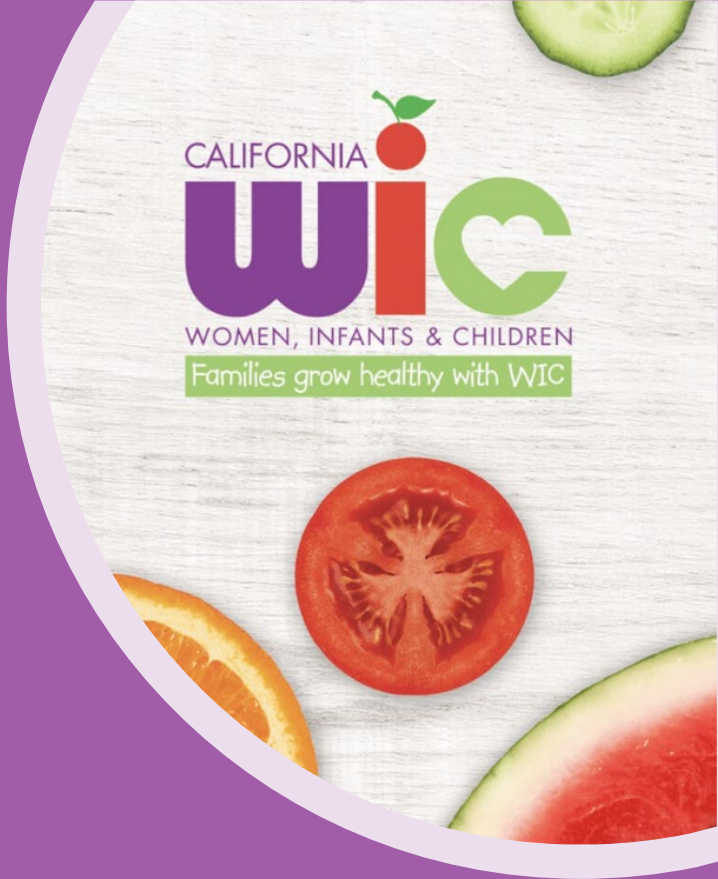


California Department of Public Health, California WIC Program
This institution is an equal opportunity provider.
1-800-853-6770 | myfamilywic.ca.gov



WIC APP

- Appointments
- Food Balance
- Videos
- UPC scanner
- Shopping guide



Begin today with a fresh start.

We're helping thousands of families like yours eat healthy — FOR LIFE.

[Log In](#)[Sign Up](#)

..... [Trouble Signing In?](#)

[? Help](#)

Current

Future


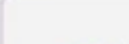
10/24/2020 - 11/23/2020

 2.0 LB Cheese	 3.0 DOZ White Eggs	 72.0 OZ Breakfast
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 3.0 CTN Beans And/Or Peanut Butter	 28.0 OZ Fish	 24.0 OZ Infant Cereal
--	--	---

 128.0 OZ Infant Fruit And	 3.0 LB Whole Wheat Bread Or Whole Grains	 20.0 \$\$\$ Fruit And Vegetables - Cash Value
---	--	---

Used

		
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WIC Food Scan

WIC FOODS





INFANT FOODS



Fruit Benefit Amount Per Month

*Permanent after Congress Resolution-
June 2024*

\$26

Children ages 1-5.

\$47

Pregnant & Postpartum

\$52

Fully/partially breastfeeding

\$78

Breastfeeding multiples.

Breastfeeding Support Services

- Prenatal & Post partum Breastfeeding Education
- Breastfeeding Class
- Electric Breast Pump Loan Program
- Breastfeeding Assessments
- Breastfeeding Peer Counseling Program
- Provider Breastfeeding Referrals for Lactation Consultants
- Regional Breastfeeding Liaison

Breastfeeding Peer Counselor Program

- Recruited from the WIC Population
- Most WIC programs in CA have a PC Program
- Funded by the USDA
- Families receive calls:
 - Once a month during pregnancy
 - The week before the birth
 - Within the first week of birth
 - Weekly during the first month
 - Everyday until a breastfeeding problems exists
 - Once a month after that until 6 months



U.S. DEPARTMENT OF AGRICULTURE

**WIC
BREASTFEEDING
SUPPORT**

LEARN TOGETHER. GROW TOGETHER.





U.S. DEPARTMENT OF AGRICULTURE

WIC BREASTFEEDING SUPPORT

LEARN TOGETHER. GROW TOGETHER.

[WATCH VIDEO](#)

<https://wicbreastfeeding.fns.usda.gov/>

WIC Breastfeeding Resources

Electric Breast Pump Programs

- Manual pumps
- Electric hospital grade pumps loans
- Personal electric pumps





- Via doxy.me/Zoom for Government
- Invitation via text
- Multiple opportunities a month

Please Join us for San Mateo County



WIC Program's Breastfeeding Class

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Mondays at 3PM-English
Wednesdays at 3PM - Spanish

Do you want to know more about?

- Milk Production
- How to know your baby is eating well
- Managing early challenges
- Learn where to get help

Join us via Zoom



30 Day Infant Feeding Policy



WIC offers Breastfeeding support, especially during the first 30 days after the baby is born to support the early breastfeeding challenges.

To protect a mom's milk supply, WIC does not routinely offer formula during this time.



Farmers Market Program at WIC

- May to November
- First come first serve
- \$30 per family
- Only one per family per year

Public Charge?

WIC IS NOT a Public Charge Program.

WIC DOES NOT collect, require nor solicit immigration status.



Got nutrition questions? Ask WIC!



Regional Breastfeeding Liaison Ana Lopez, IBCLC, RLC

WIC IN TOUCH
Partners for Healthy Children



Celebrates- Breast Cancer Awareness Month!
Healthy Lifestyle Choices reduce the risk.



Maintain a healthy weight

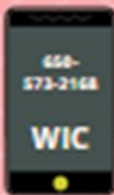


Breastfeed your babies



Stay active

WIC supports your patients achieve healthy goals by:
Offering Breastfeeding Support- Access to buy Healthy Foods &
Healthy Lifestyle Tips!



All WIC Services remain active through Phone Appointments!

To learn more visit:
www.cdc.gov/BringyourBrave

REFERRALS: 650-573-2168 or EM: WIC@smcgov.org
WIC is an equal opportunity provider.



WHAT'S IN THE FUTURE FOR WIC?

- Offering in-person appointments to those who choose it.
- New WIC Food Package Coming in 2026!
- Modernizing WIC-using a hybrid model officially soon.



CALIFORNIA
wic
WOMEN, INFANTS & CHILDREN

50 YEARS

Growing Families for 50 Years



WHAT CAN YOU DO?

- Find out when their next appointment is
- Encourage families to keep upcoming WIC appointment
- Help a family call WIC during home/checkup visit
- If pregnant, encourage to get WIC early

Referrals:

- Microsoft Form Referrals
- CALL **650-573-2168**
- Email us at wic@smcgov.org

CALIFORNIA
wic
WOMEN, INFANT & CHILDREN

50
YEARS

Growing Families for 50 Years



THANK YOU for
partnering
with WIC!



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