

# WOMEN, INFANTS AND CHILDREN (WIC) PROGRAM

WHO WE ARE AND WHAT WE DO

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# WHAT IS WIC?

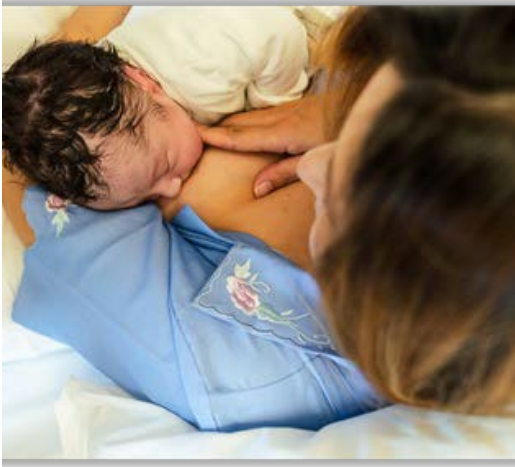
## Women, Infants and Children (WIC)

### A Special Supplemental Nutrition Program

Established by the United States Department of Agriculture (USDA) in 1974, provides supplemental foods to pregnant and postpartum women, infants and children up to age 5 who are low-income and at nutritional risk.



# HEALTH BENEFITS OF WIC



Multiple studies conclude that WIC participation impacts a broad range of outcomes including:

- Improved access to healthier foods
- Healthier birth outcomes
- Reduced infant mortality
- Lower rates of childhood obesity
- Improved developmental outcomes

Photo courtesy: Canva

# CATEGORIES WIC SERVES

- Pregnant women
- Postpartum women, including those with pregnancy or infant loss
- Infants under age of 1
- Children under age of 5
- Foster families with infants or children under age of 5



*Grandparents and dads with children under 5 are welcome at WIC!*

# WIC ADJUNCTIVE ELIGIBILITY CRITERIA

Current active  
Medi-Cal recipients  
are income eligible  
for WIC!



Photo courtesy: Canva

# INCOME GUIDELINES

Household Size**	Annual	Monthly	Twice-Monthly	Bi-Weekly	Weekly
1	\$28,953	\$2,413	\$1,207	\$1,114	\$557
2	\$39,128	\$3,261	\$1,631	\$1,505	\$753
3	\$49,303	\$4,109	\$2,055	\$1,897	\$949
4	\$59,478	\$4,957	\$2,479	\$2,288	\$1,144
5	\$69,653	\$5,805	\$2,903	\$2,679	\$1,340
6	\$79,828	\$6,653	\$3,327	\$3,071	\$1,536
7	\$90,003	\$7,501	\$3,751	\$3,462	\$1,731
8	\$100,178	\$8,349	\$4,175	\$3,853	\$1,927
<b>More than 8</b>			<b>Add per additional member</b>		
	+\$10,175	+\$848	+\$424	+\$392	+\$196

\*Income based on 185% Federal Poverty Level, effective April 1, 2025 to June 30, 2026

\*\* Unborn fetuses may be counted toward household size.



# ENROLLING IN WIC IS EASY

Identification



Proof of Address



Proof of Income



Proof of Pregnancy



# REFER FAMILIES TO WIC



[Home](#) | [About WIC](#) | [Interestec](#)

[myfamily.wic.ca.gov](https://myfamily.wic.ca.gov)

Select language

## Welcome to WIC Video Series

Your guide to California WIC, explained in easy-to-follow videos!

[Learn More](#) 



# WIC SERVICES

Nutrition Education

Lactation Support

Food Benefits

Healthcare & Social Services Referrals



# NUTRITION EDUCATION



Nutrition education offered online, over the phone, and in-person at no cost.

Source: WIC/CDPH

# NUTRITION EDUCATION



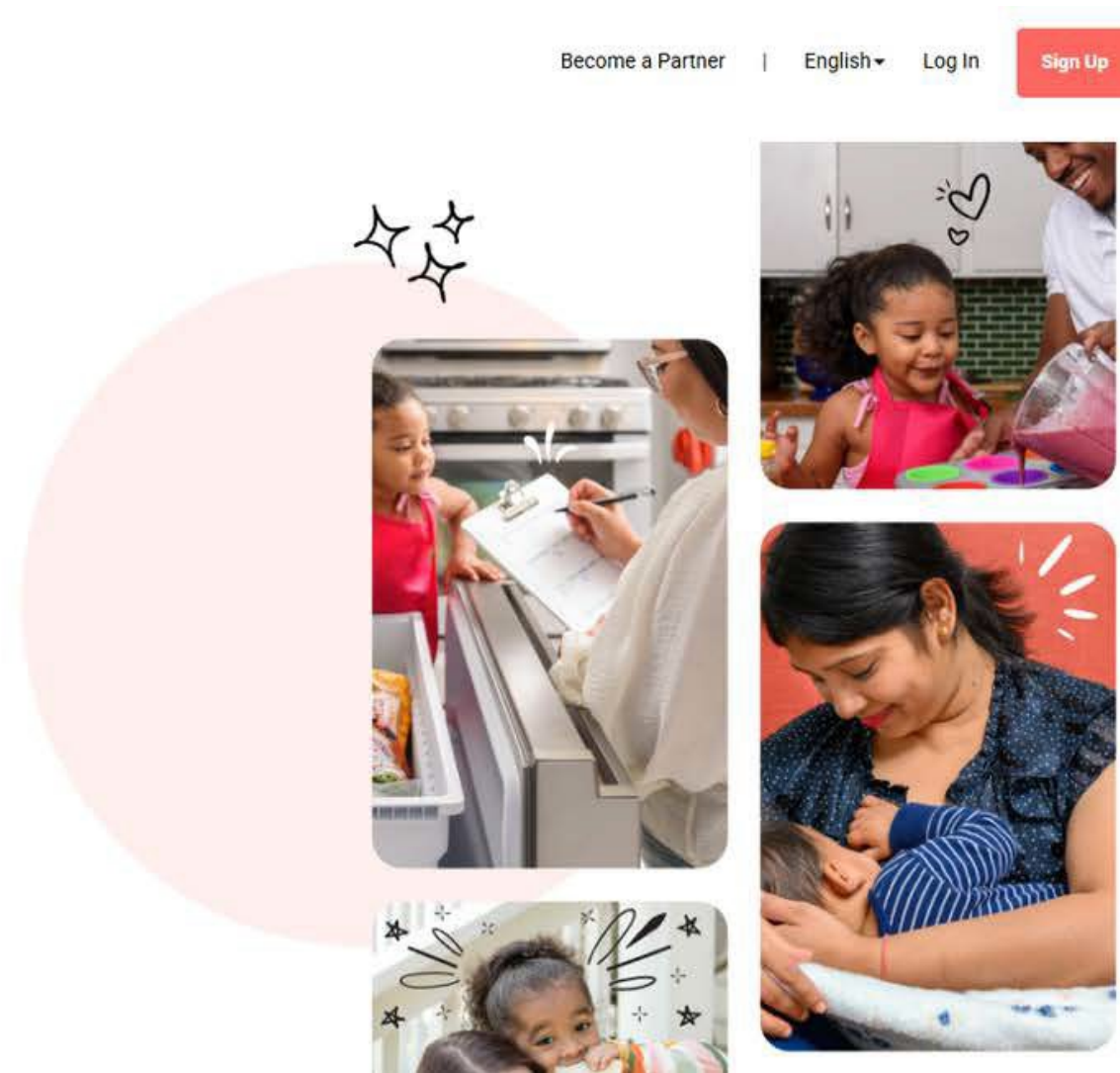
Become a Partner | English | Log In | [Sign Up](#)

## Raise a strong and healthy family.

Amid life's daily challenges, we're all parents who want the best for our kids. And what we feed them sets them up for a healthy future. Complete your nutrition education and use what you learn to make a difference.

[Log In](#)

[Sign Up](#)

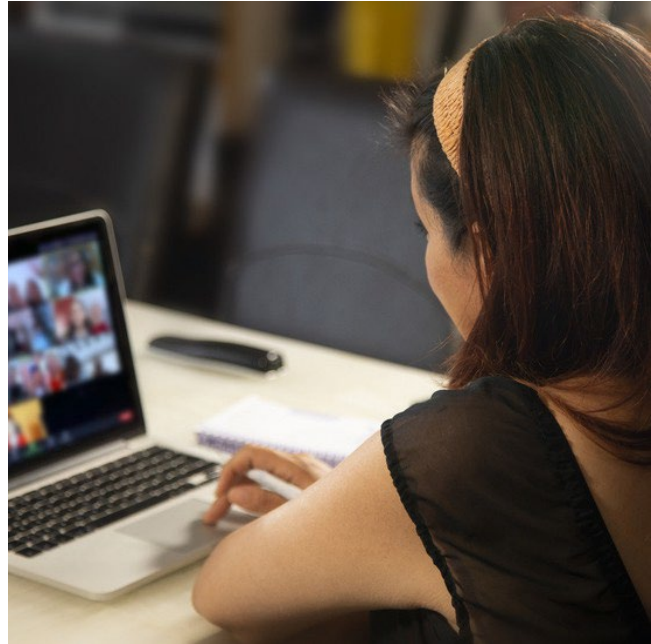


**Simple, Easy Access**  
Support for parents to build a healthy future, even with everyday challenges.  
**Also available in Spanish**

Source: WICHEALTH.ORG



# WIC HYBRID MODEL



- In-person services
- Phone services
- Group & individual counseling via ZOOM



Source: WIC/CDPH

# WIC SERVICES

Nutrition Education



Lactation Support



Food Benefits



Healthcare & Social Services Referrals



# LACTATION SUPPORT



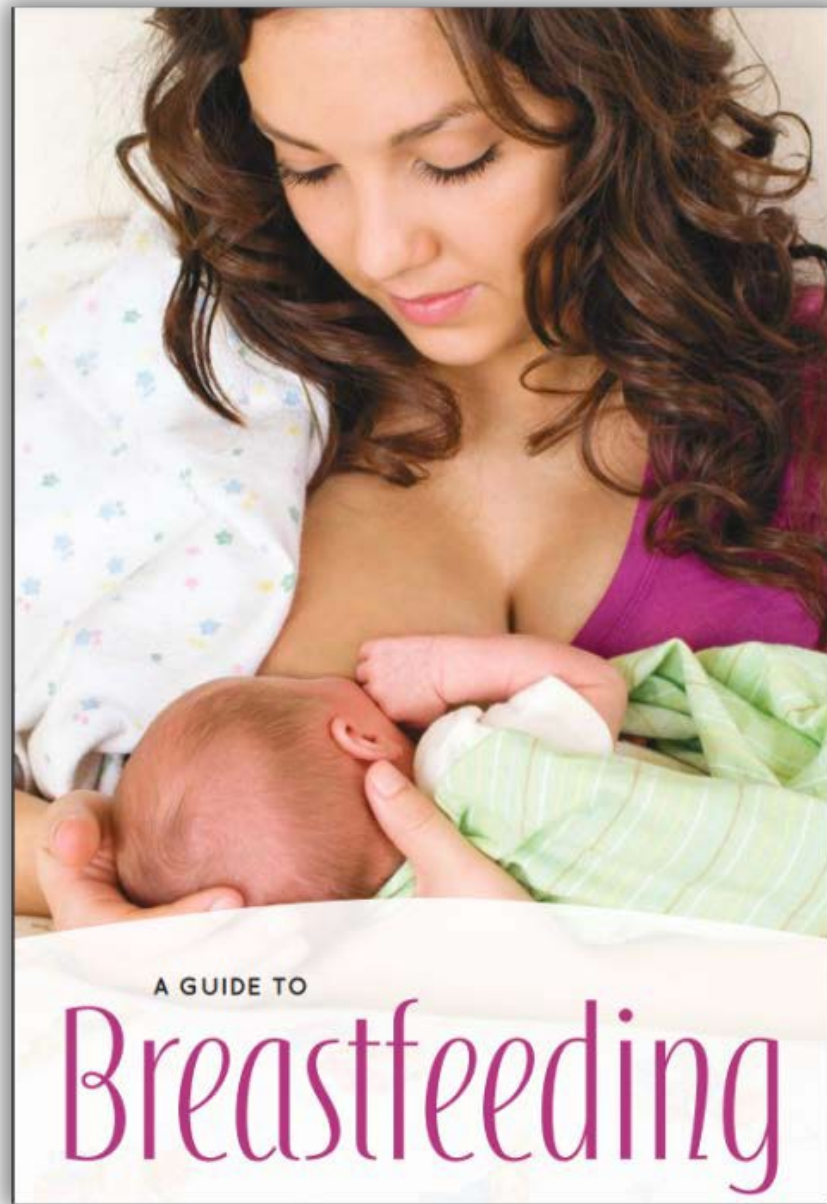
Photo courtesy: Canva



## WIC lactation support and resources:

- Guidance, counseling, and breastfeeding education materials
- Access to a variety of breast pumps
- Referrals to additional community breastfeeding support

# LACTATION SUPPORT

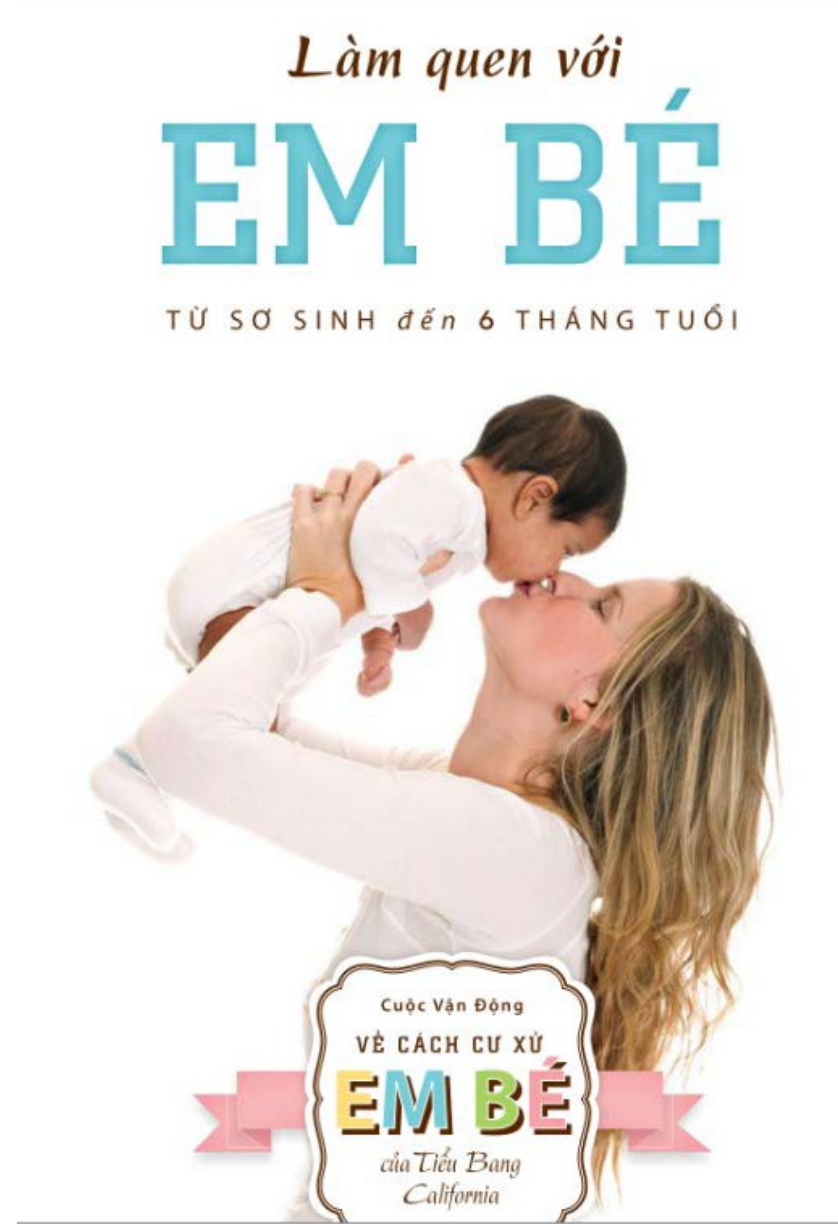
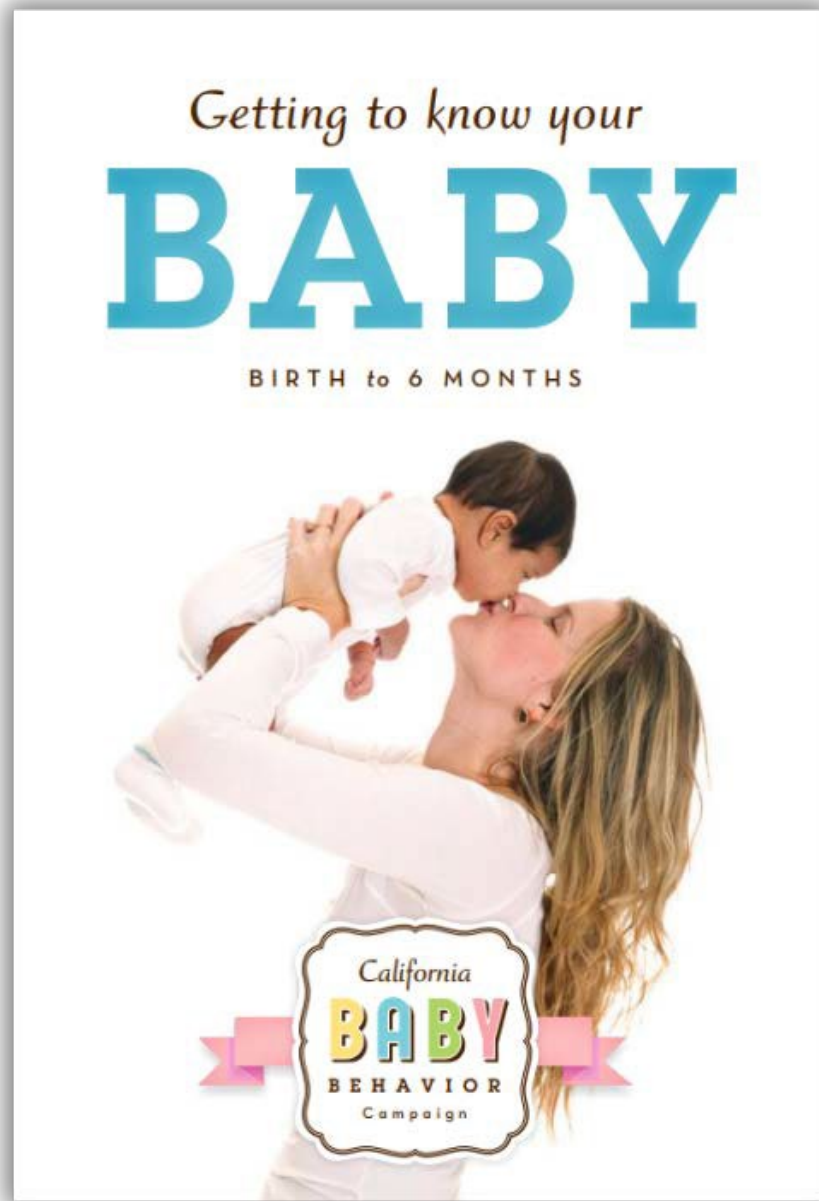


## Breastfeeding Education

- All WIC staff provide guidance & education on breastfeeding at each prenatal & postpartum contact.

Photo courtesy: Canva

# LACTATION SUPPORT



## Baby Behavior Education

- WIC staff educates families on baby cues prenatally and postpartum to establish confidence in breastfeeding.
- Available in different languages

Photo courtesy: Canva

# LACTATION SUPPORT



## Breastfeeding Peer Counselor Program

- Mother-to-mother support
- Frequent follow-up on infant feeding concern
- Provides in-person, phone, and telehealth appointments
- Available to approximately 15% of prenatal WIC participants because of funding constraints

Source: WIC/CDPH

# LACTATION SUPPORT



## Breastfeeding Helpline

- Certified Lactation Educators and International Board Certified Lactation Consultants are available to answer infant feeding questions.
  - Operation hours vary by agency

Photo courtesy: Canva

# LACTATION SUPPORT



Photo courtesy: Canva



**International Board Certified Lactation Consultant (IBCLC):**

Lactation Consultants conduct high risk assessments to ensure health and safety of infants.

Availability varies by agency.

# LACTATION SUPPORT



## Breastfeeding Equipment

Breast pumps including manual pumps, personal pumps, and multi-user pumps.

Models offered vary by WIC agency.

# LACTATION SUPPORT



Photo courtesy: Canva



## Infant Weight Assessment

WIC staff conduct both infant weight assessments and feeding assessments as part of the WIC appointment to ensure the health & safety of infants.

# WIC SERVICES

Nutrition Education

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Lactation Support

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Food Benefits

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Healthcare & Social Services Referrals

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# CALIFORNIA WIC CARD



- Reusable California WIC Card and free California WIC App
- Food benefits are issued remotely to the WIC card
- Similar to a debit card to make shopping easy

Source: WIC/CDPH

# FOOD PACKAGES



- WIC provides foods that contain important nutrients for participants to have healthy pregnancies and assist in the healthy growth of children.
- Alternative WIC food choices are available.

Pregnant

Fully  
Breastfeeding

Mostly  
Breastfeeding

Some  
Breastfeeding

No Breastfeeding

Children

Source: WIC/CDPH

# SAMPLE FOODS PACKAGE



Source: WIC/CDPH

- \$47 for fresh, frozen, canned, or dried fruits and vegetables\*
- 1 dozen eggs
- 4.5 gallons 1% low-fat or nonfat milk (lactose-free and soy options are available)
- 16 ounces cheese or 32 ounces of tofu
- 16 ounces whole grains (Options include whole wheat bread, pasta, or tortillas; oatmeal, brown rice, corn tortillas and more.)
- 36 ounces of breakfast cereal
- 1 package of dry beans
- 1 container of peanut butter or 4 cans of cooked beans or 1 package of dry beans
- 144 ounces juice
- 32 ounces low-fat or nonfat yogurt

**Estimated value: \$100-130 per month**

# FULLY BREASTFEEDING DYADS



Source: WIC/CDPH

# MOSTLY BREASTFEEDING DYADS



**Infant birth through 11 months:  
Mom's breastmilk + some  
formula (amount varies)**

- **Birth to 1 month: 1 can\***
- **1 to 3 months: 1–4 cans\***
- **4 to 5 months: 1–5 cans\***
- **6 to 11 months 1–4 cans\***
- *\*Cans: Cans of powder formula*

Source: WIC/CDPH

# SOME/NO BREASTFEEDING DYADS



Infant birth through 1 months:  
Some/no breastmilk (amount varies)

- Birth to 1month: 2-9 cans\*
- 1to 3 months: 5-9 cans\*
- 4 to 5 months: 6-10 cans\*
- 6 to 11months 5-7 cans\*
- \*Cans: Cans of powder formula

Source: WIC/CDPH

# Cash Value Benefits (CVB) Updates



## Monthly Fruit & Vegetable Benefits:

- \$26 each month for children ages 1 through 4
- \$47 each month for pregnant & postpartum participants
- \$52 each month for fully and mostly breastfeeding & chestfeeding participants



Source: WIC/CDPH

# FORMULA



Photo courtesy: Canva

## WIC OFFERS FORMULA ASSISTANCE:

- Educate on proper formula preparation & responsive parenting
- Educate on appropriate intake for babies
- Emphasis on paced bottle feeding

*WIC helps mothers build their knowledge and confidence with breastfeeding and empowers them to reach their breastfeeding goals.*

# FORMULA OFFERED BY CA WIC



This should be the milk-based formula of first choice.



Enfamil Infant  
12.5 oz powder or  
13 fl oz liquid concentrate



Reguline  
12.4 oz powder



A.R.  
12.9 oz powder



Gentlease  
12.4 oz powder



Similac Soy Isomil  
12.4 oz powder or  
13 fl oz liquid concentrate

# FORMULAS FOR MEDICAL CONDITIONS

Health care providers should submit a prior authorization/referral to the patient's Medi-Cal Managed Care plan or provide a prescription for the patient to take to a pharmacy that accepts Medi-Cal.

# FORMULAS FOR MEDICAL CONDITIONS

- If Medi-Cal Managed Care Plan will not cover a formula, the following must be included in the WIC referral:
  - 1. Denial letter – explaining why a product was denied by Medi-Cal Rx
  - **2. Complete medical documentation** which can be any one of the following:
    - WIC Medical Formula and Nutritionals Request Form (Form 247)
    - Prescription
    - Hospital discharge papers

# FORMULAS FOR MEDICAL CONDITIONS

- Infants who do not have Medi-Cal, and have a request for a medical formula will be processed by WIC, and we will refer them to apply for Medi-Cal.
- The WIC program helps coordinate care with health care providers to provide these formulas to WIC-eligible infants and children along with WIC services and other allowed WIC foods.

# COMMONLY PRESCRIBED FORMULAS FOR MEDICAL CONDITIONS



Similac NeoSure



Similac Alimentum



Nutramigen Concentrate



PediaSure



PurAmino



Enfamil EnfaCare or NeuroPro EnfaCare



Nutramigen with Probiotic LGG



Enfamil A.R.



Extensive HA



# CULTURAL SUPPORT



Photo courtesy: Canva

- WIC staff reflect the cultural linguistic diversity in Los Angeles County.
  - Reflect lived experience of WIC participants
  - Speak more than 10 languages
  - Education handouts and materials available in multiple languages

# CULTURAL SUPPORT



Photo courtesy: Canva

**Կրծքի կաթը**  
պարունակում է այն **ամենը**,  
ինչի կարիքն ունեն մանուկները:

**Կրծքի կաթ**

- Նախաբյուրեղներ
- Նախաբյուրեղային երկրորդ (HAMLET)
- Աճ գործոններ
- Ֆերմենտներ
- Ֆինանցիական դեմ պայքարող ցորենային բնիկներ
- Նախաբյուրեղներ
- Նախաբյուրեղային կաթ
- Նախաբյուրեղային կաթ
- Նախաբյուրեղային կաթ
- Պրոբիոտիկներ
- Պրոբիոտիկներ
- Միներալներ
- Վիտամիններ
- Ճարձ
- DHA/ARA
- Արհեստական
- Սպիտակուց
- Ջուր

**Արհեստական կեր**  
Դժվար ածխաջրային կեր

- Պրոբիոտիկներ
- Պրոբիոտիկներ
- Միներալներ
- Վիտամիններ
- Ճարձ
- DHA/ARA
- Արհեստական
- Սպիտակուց
- Ջուր

Կալիֆորնիայի Նախնային առողջության դեպարտամենտ  
Կալիֆորնիայի WIC Օրգանիզացիոն  
1-800-852-5778 #010005 Rev 2/14

**Tengo 1**  
**¡Ya camino!**

Mi nombre es \_\_\_\_\_ Fecha \_\_\_\_\_

Peso \_\_\_\_\_ libras Mido \_\_\_\_\_ pulgadas

Algo saludable que hará nuestra familia es:  
\_\_\_\_\_  
\_\_\_\_\_

Education handouts and materials available in multiple languages.

Health care providers can request handouts with your Regional Breastfeeding Liaison, while supplies last.

# WIC SERVICES

Food Benefits

Nutrition Education

Lactation Support

Healthcare & Social Services Referrals



# HEALTHCARE & SOCIAL SERVICES REFERRALS



Photo courtesy: Canva



WIC offers referrals and resources:

- Immunization
- Medi-Cal
- Child support
- Parenting classes
- Drug/Alcohol prevention
- Tobacco prevention program
- CalFresh
- CalWORKs
- Food banks
- Housing
- Dental health
- Mental health
- Childcare
- Job assistance
- Car seat safety

# COLLABORATE WITH US

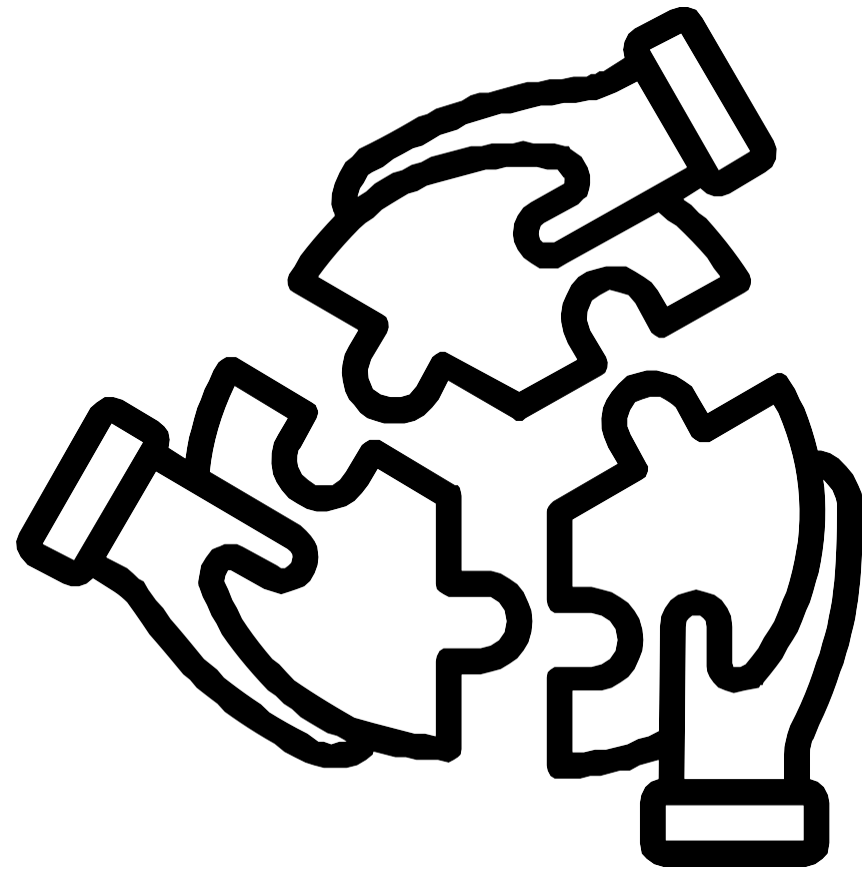
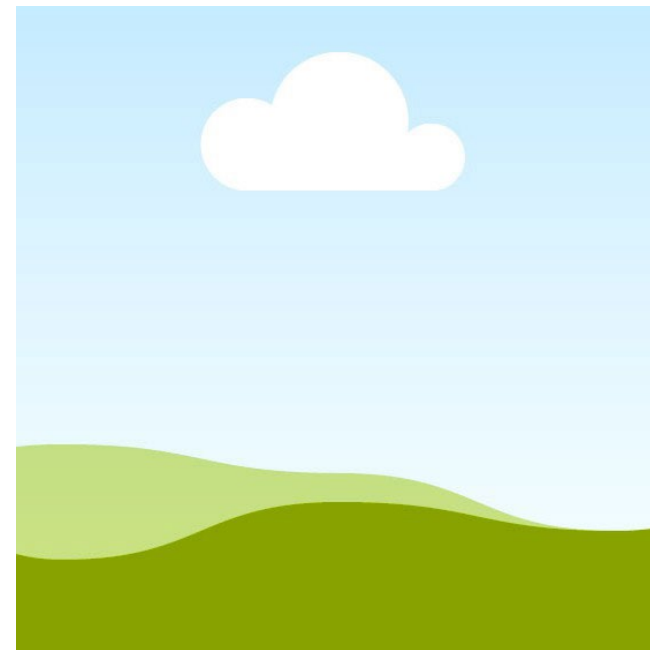


Photo courtesy: Canva

Regional Breastfeeding Liaisons facilitate seamless breastfeeding support through collaboration with health care providers, employers, and community partners.

- Clinical Breastfeeding Education for health care providers & community partners
- Policy, Practice, and Standards Development
- Technical Support for Baby Friendly Practices
- Lactation Accommodation Development & Support
- Community Breastfeeding Promotion & Education

# Thank You!



Please take a moment to share valuable feedback!