



The California WIC Card

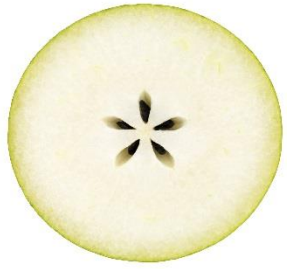
Pina Hernandez, BS
Outreach Manager



— a program of —
Heluna Health



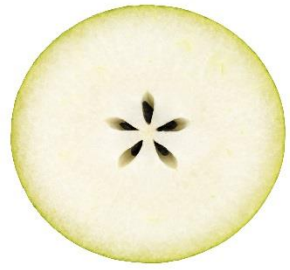
Special Supplemental Nutrition Program for Women, Infants, and Children



What is WIC?

- A federally funded special supplemental nutrition program for women, infants, and children
- Started in 1974
- In California, the Department of Public Health oversees the program
- PHFE WIC Program is one of the several agencies serving participants in Southern California





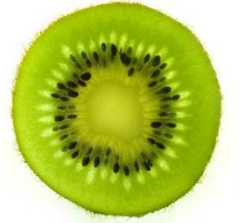
What WIC Provides

- Breastfeeding Services and Support
 - Breastfeeding education, electric pumps, breastfeeding clinics with Lactation Consultants
- Nutrition Education
 - Provided in groups, individually, and online
- Healthy Foods
 - Food benefits issued monthly to all qualified participants
 - WIC foods provide important nutrients during critical periods of growth
- Family Resources
 - Referrals to additional services in the community



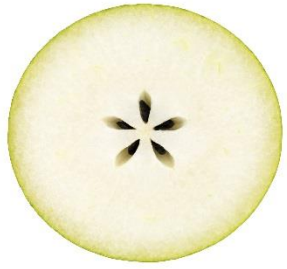


Who Qualifies for WIC



- Who Qualifies?
 - Women
 - Pregnant, post partum and breastfeeding women (up to the infant's 1st birthday)
 - Postpartum non- breastfeeding women up to six months after giving birth or after the loss of a baby
 - Infants
 - Up to the child's first birthday
 - Children
 - Up to the child's fifth birthday
 - Foster children may qualify
 - Fathers may apply for their children

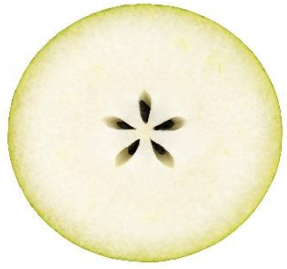




Eligibility for WIC

- Selected categories (women, infants and children)
- Income eligible ($\leq 185\%$ of poverty level)
- Live in an area served by WIC
- Have a nutritional risk

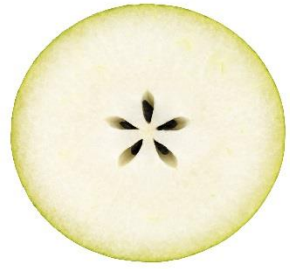




Eligibility Guidelines

- Qualifying families must have an income \leq 185% of poverty level
 - Families with Medi-Cal adjunctively qualify for WIC
 - Foster children's income is evaluated individually
- Immigration status is NOT considered when determining WIC eligibility





How to Apply for WIC

- Apply online at www.phfewic.org
- Call WIC at (888) 942-2229
- Text “apply” to 91997

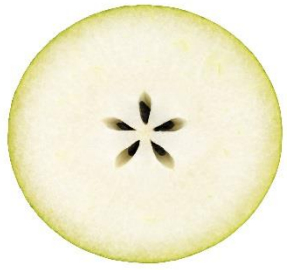


California WIC Card



**GOODBYE, PAPER CHECKS.
HELLO, WIC CARD.**

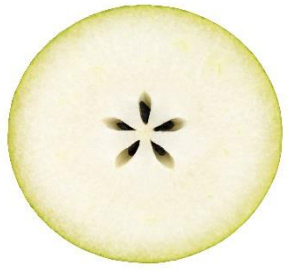
COMING TO CALIFORNIA
2019 - 2020



California WIC Card

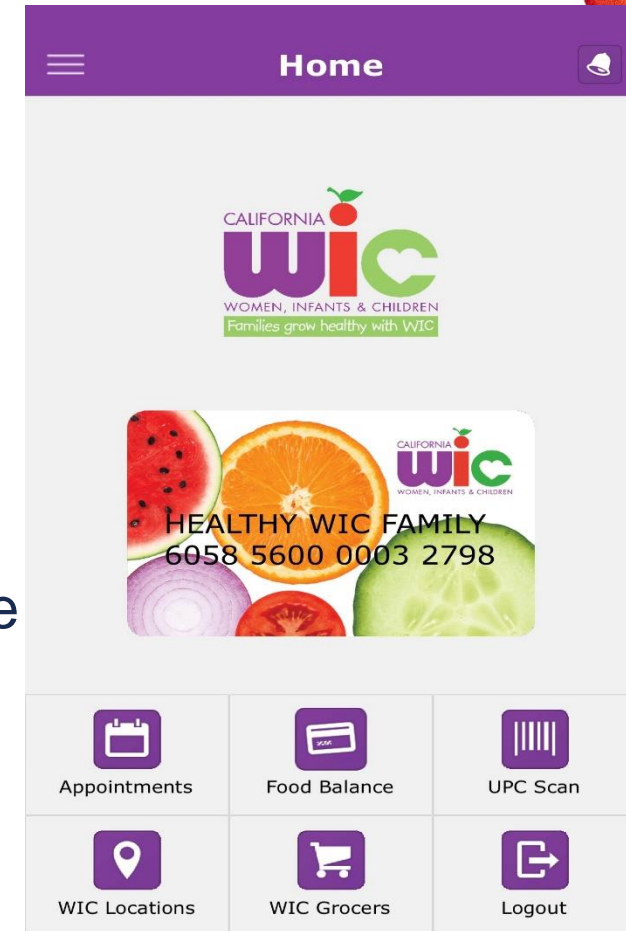
- Easy shopping experience
- No more paper checks and WIC ID folders
- Lost card/benefits can be replaced
- Use like a debit card with a 4 digit PIN
- Can buy food quantities as needed
- WIC app to assist with shopping and appointment reminders





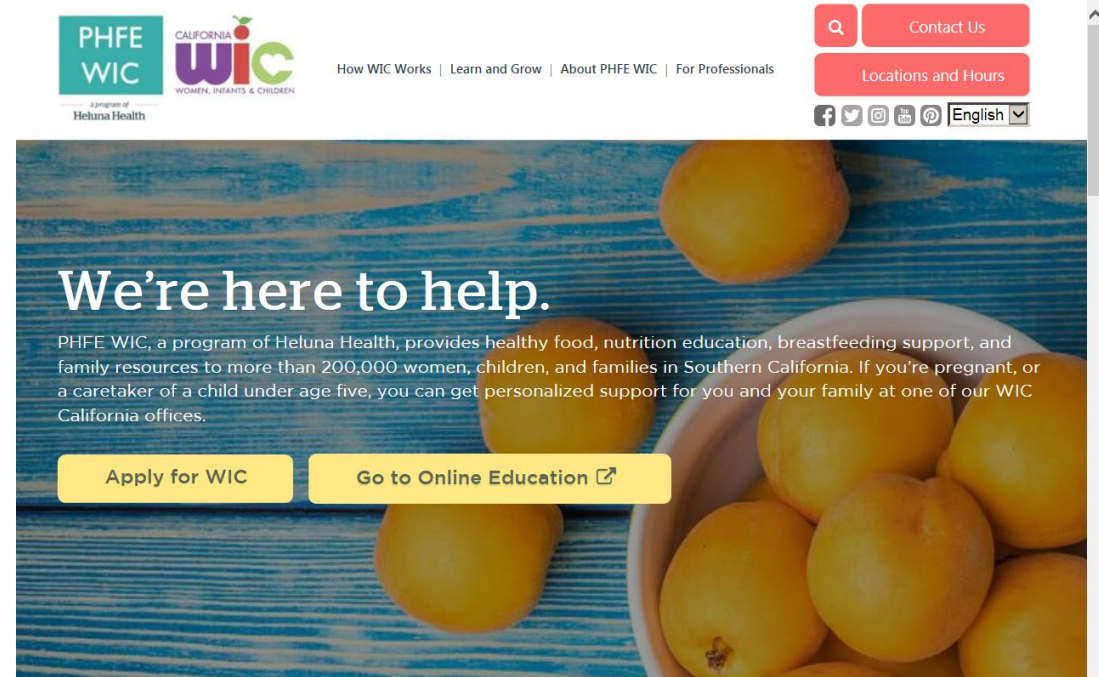
The WIC App

- Appointment reminders
- Available WIC foods & balances
- UPC Scanning
 - Check what foods are approved to purchase with WIC benefits
- WIC office locations
- Find approved grocery stores to shop with WIC benefits



How to Connect with WIC

- Visit www.phfewic.org
- Text message to 91997
- Call us at (888) 942-2229
- Social Media
 - Facebook, Instagram, Twitter



PHFE WIC CALIFORNIA WIC WOMEN, INFANTS & CHILDREN a program of Heluna Health

How WIC Works | Learn and Grow | About PHFE WIC | For Professionals

Contact Us

Locations and Hours

English

We're here to help.

PHFE WIC, a program of Heluna Health, provides healthy food, nutrition education, breastfeeding support, and family resources to more than 200,000 women, children, and families in Southern California. If you're pregnant, or a caretaker of a child under age five, you can get personalized support for you and your family at one of our WIC California offices.

Apply for WIC

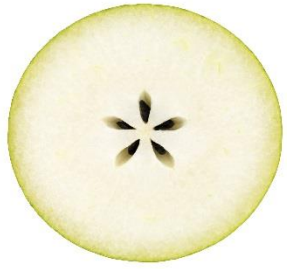
Go to Online Education

What's Happening at WIC

It is Almost Here!



Send your clients to WIC for their new WIC card



California WIC Card

- Some families stop participating on WIC
- We want them to get the WIC benefits. Refer them to a nearby WIC office.
- They deserve to be on WIC
- Have them come to get their WIC Card





Questions?