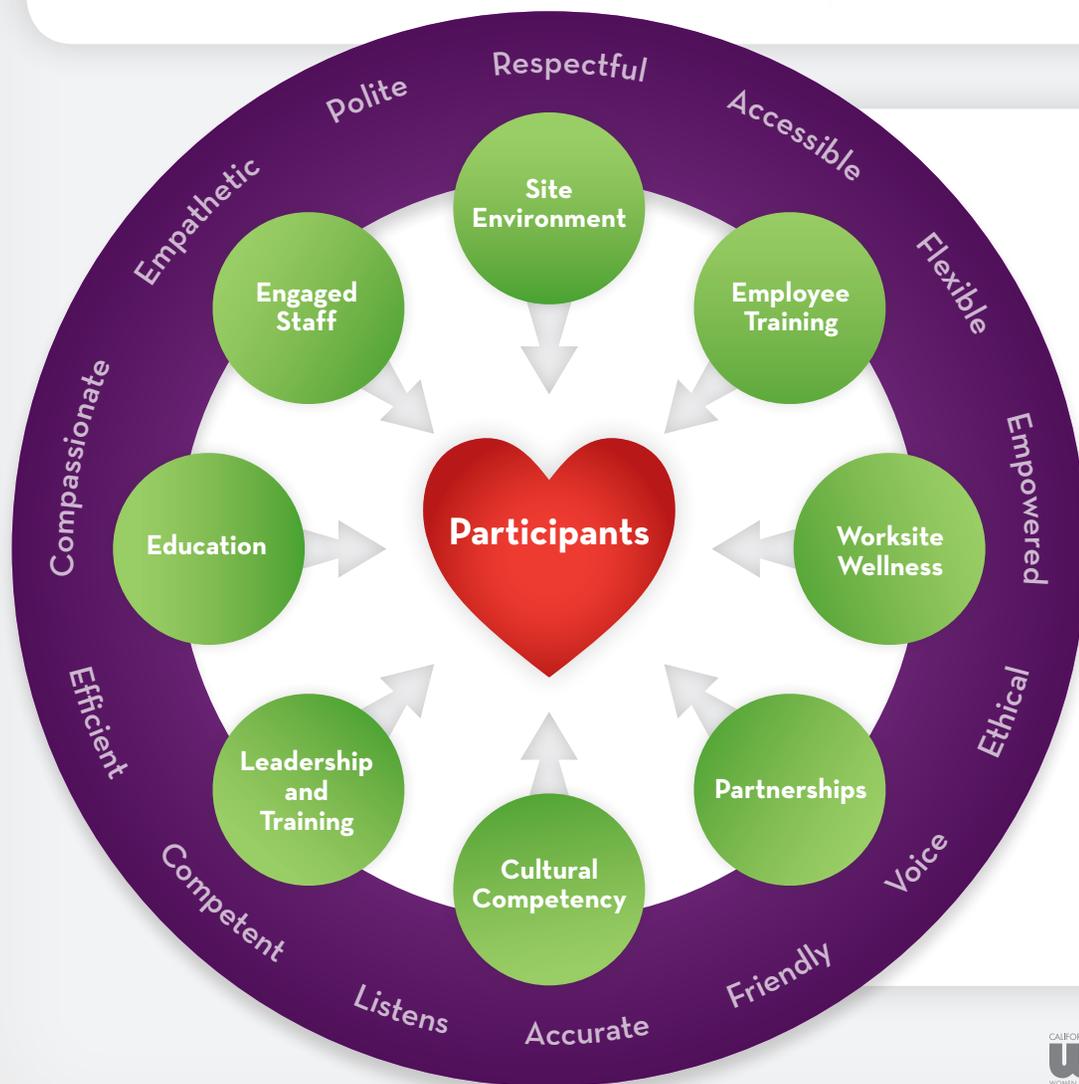




Platinum WIC
Participant Centered Services

The California WIC Participant Centered Services Approach puts the WIC family at the center of everything we do and focuses on the strengths of participants, employees and community.



Essential Components

- Building strong leadership at all levels
- Creating participant-friendly processes
- Establishing exceptional customer service
- Committing to employee development practices
- Providing outstanding breastfeeding support
- Maintaining inviting site environment
- Offering quality education
- Fostering effective partnerships
- Gathering continuous input from participants and employees



California WIC Program, California Department of Public Health
This institution is an equal opportunity provider.