

WIC Formula Flexibilities – Audio Transcript

Clip #	Question	Response
1	What do WIC families need to know about the new formula options?	<p>California WIC families now have over 130 different baby formula options to purchase with the California WIC Card. WIC is adding as many options as possible to help families purchase whatever formula they find in stores. WIC continues to add more formula options that can be purchased with WIC benefits.</p> <p>WIC families unable to find their regular, non-therapeutic formula can temporarily mix and match newly approved formulas. There are a few things WIC families should know:</p> <ul style="list-style-type: none">• You should shop at WIC-approved grocers. Find WIC grocers at MyFamily.WIC.ca.gov.• Try to find your regular formula first.• Scan the product with your California WIC App to confirm it is approved before checking out at the register.• You can buy more than one kind of formula.• Larger containers will use more of your benefits because they make more formula.
2	How is WIC working to help families who already had to contend with limited formula options deal with the recent shortage?	<p>WIC families use their WIC Card to purchase the approved brands, types, sizes, and numbers of cans of infant formula included in their WIC Food Balance. California WIC has been able to add more formula products to its Approved Product List, giving families more choices at the grocery store. These new options are effective immediately and families are already taking advantage of them.</p>

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3	How will families know about these changes?	<p>WIC families will be able to find the list of newly approved formulas on the WIC family website MyFamily.wic.ca.gov. The web address is printed on the back of the WIC Card. We've also updated the California WIC App, which families use to view their benefit balances, get information about their appointments, find links to resources, and scan food items in the store to confirm that it's authorized and within their remaining balance.</p> <p>CDPH has shared these new formula options with local WIC agencies and stores. CDPH has also created social media messaging to help get the word out to WIC families about these changes.</p>
4	Do you have any numbers regarding how many families rely on WIC?	<p>The California WIC program serves roughly one million people statewide each month, including people who are pregnant or postpartum, infants, and children. About half of babies born in California each year are enrolled in the WIC program.</p>