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EDMUND G. BROWN JR.
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VENDOR ALERT 2017 - 02

TO: ALL WIC VENDORS
SUBJECT: ANNOUNCING THE NEW CALIFORNIA WIC MOBILE WEBSITE

Purpose The California Department of Public Health, Women, Infants and Children Division (CDPH/WIC) is notifying all vendors of the availability of a new WIC mobile website for WIC participants and the general public.

Background The new WIC mobile website, available at m.wic.ca.gov was developed to provide WIC participants and the public with an easy way to access WIC information from their smartphones. The mobile website will enable current WIC participants to find their next appointment date, access WIC’s shopping guide, locate the nearest WIC office and find WIC authorized grocery stores through their hand-held device. The WIC mobile website also provides information about WIC eligibility and services for those not yet enrolled in the Program.

Action for Vendors We encourage our WIC authorized vendors to assist us in sharing information about the new mobile website. You can add this link m.wic.ca.gov to your website and/or share information with any customers who might benefit from the information. For more information about the WIC mobile click on the link below:
<http://www.cdph.ca.gov/programs/wicworks/Pages/WICMobileDemonstration.aspx>

Questions If you have any questions, contact your WIC Vendor Consultant or call toll free (855) WIC-STOR or (855) 942-7867. You may also contact the WIC Vendor Management Branch by email at WICVENDORINFO@cdph.ca.gov.

Lantrel Stockton, Chief
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