

PREMIER PUBLICATION

WIC News

For Community Partners

Introducing the California WIC Card!

The California Department of Public Health/WIC Division (CDPH/WIC) is excited to introduce the California WIC Card. The WIC Card will replace the current paper food checks and will provide an easier way to issue food benefits, as well as improve the shopping experience for WIC families and grocers.

Each family will receive one WIC Card for all of their family's food benefits. The WIC Card will provide a more convenient way for families to shop for WIC foods and provide flexibility to get just what they need at each shopping trip. In addition, families will not lose their WIC food benefits if their WIC Card is lost, stolen or damaged.

For more information:
Visit wicworks.ca.gov
or contact us at
WICCard@cdph.ca.gov



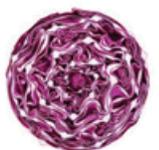
Implementation Schedule

The new card will be rolled out throughout California in waves, beginning with a pilot period in Napa and Solano Counties.

The pilot counties will "Go Live" on May 6, 2019. The Go Live date is the first day a WIC local agency site begins issuing the WIC Card to participants. A new wave will go live approximately every 3 weeks starting mid-August 2019. A detailed map on page 2 of this publication shows the specific areas of the pilot and 10 waves, as well as their Go Live dates.

Considerations for the rollout waves included:

- Geography and distance between local agencies
- Variation of food costs per region
- Number of WIC local agencies and WIC authorized vendors per wave
- Facilities for training
- Weather
- Staffing and training enrollment size



Each wave consists of a 6 to 8 month period of planning, training, and implementation activities for local agencies and authorized vendors, concluding with the Go Live date.

Ways to stay informed

CDPH/WIC is committed to keeping you informed about the exciting changes coming to the California WIC Program, which will have a positive impact on WIC families, local agencies, and grocers. The new monthly publication, WIC News, will provide information about the transition to the

WIC Card. Other methods of communication include various meetings, outreach committees, on site visits, publication materials, and our website.

You can access WIC News and other materials by visiting our website at www.wicworks.ca.gov. If you have any questions or would like to receive our monthly publication via email or mail, please contact us at WICcard@cdph.ca.gov.



California WIC Card Implementation Rollout Waves

Waves	Go Live Dates
Pilot	05/06/2019
Wave 1	08/12/2019
Wave 2	09/03/2019
Wave 3	09/23/2019
Wave 4	10/14/2019
Wave 5	11/12/2019
Wave 6	12/09/2019
Wave 7	01/21/2020
Wave 8	02/18/2020
Wave 9	03/09/2020
Wave 10	03/30/2020

