



SPREAD THE WORD, WIC IS OPEN FOR BUSINESS!

CDPH/WIC has created a collection of social media posts, hashtags, and text messages designed to help you spread the word around new ways WIC is enhancing our services during this time. We encourage you to share these with your colleagues, contact lists, and on your own social media channels (professional and maybe even personal!).

For questions about the social media tool kits please email:
WICOutreach@cdph.ca.gov

MAY 2020 EDITION

WIC News

For Community Partners

The California Department of Public Health/WIC Division (CDPH/WIC) is excited to announce:

- California WIC Card and App are available statewide
- California WIC is open during COVID-19 emergency
- New website for California WIC families

We did it!

The California WIC Program has completed the monumental statewide transition from the paper voucher system to the new California WIC Card. To make this change, California replaced WIC's previous Management Information System with the modernized WIC WISE (Web Information System Exchange). This change was necessary to integrate the new WIC Card. Because California is such a large state, both the new WIC Card and WIC WISE system were rolled out simultaneously in ten waves.

The new WIC Card and WIC WISE allow the WIC local agencies to issue food benefits to WIC families electronically and enable participants to shop using a process that works like a debit card. All states are required to transition to a WIC electronic benefit by October 1, 2020, as specified by the Healthy, Hunger-Free Kids Act of 2010. The WIC Card provides a more convenient way for families to shop for WIC foods and provides flexibility to get just what they need at each shopping trip. Also, families will not lose their WIC food benefits if their WIC Card is lost, stolen, or damaged.

Along with the WIC Card, California WIC also rolled out the California WIC App that allows participants to view their food benefit balances, scan the bar code of foods to determine if the item is included in their food benefit balance, view upcoming WIC appointments, and find WIC offices and grocery stores.



As of April 28, 2020:

- 83 WIC local agencies transitioned (100%)
- 3,756 WIC authorized stores transitioned (99%)
- 586,511 WIC Cards issued
- Over 4.5 million WIC Card transactions completed

The success of this project is due to the strong collaboration by all project partners in putting families first and empowering WIC families to grow and build a healthy future.

Benefits to WIC Families

Now that California has transitioned to the WIC Card, families are enjoying the multitude of benefits that come with the convenience of using the WIC Card and California WIC App.

- All family members' food benefits on one card
- Flexible shopping where families can get just what they need during each shopping trip
- With the California WIC App, families can:
 - » Check food balances in real-time
 - » Scan UPC codes to ensure foods are authorized
 - » Receive appointment reminders
 - » Quickly locate WIC offices and authorized stores
 - » Find links to additional resources
- Easier issuance of benefits during the COVID-19 emergency

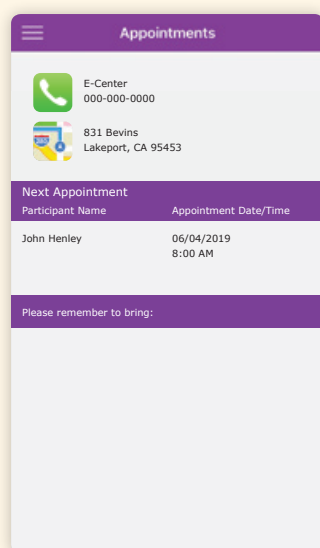
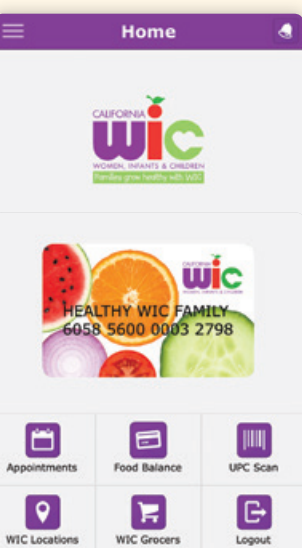
WIC is Open for Business During the COVID-19 Emergency

During this emergency, the safety and health of WIC families and staff are WIC's utmost priority. The federal government and Governor Newsom announced temporary flexibilities that allow WIC services to continue while minimizing potential exposure to the coronavirus. These flexibilities also allow both local WIC agencies and participants to respond to the realities of a fast-changing emergency.

These temporary flexibilities allow:

- Local agencies the ability to conduct appointments by phone or video call.
- Ability to issue benefits remotely
- Participants to choose from an expanded food list if WIC foods are not available at the store.
- CDPH/WIC to temporarily waive a minimum inventory requirement of WIC authorized foods for grocers.

CDPH has also created a new [Women and Families COVID-19 Guidance](#) website where families can get the most current information on WIC's changes.



Available on

iPhone

Android

MyFamily Website

CDPH/WIC is delighted to announce updates to the MyFamily.WIC.ca.gov website. The MyFamily website will serve as a digital resource for current and prospective WIC participants in learning about WIC's services and how to join the program. The webpage will combine tools and guidance available on both the CDPH/WIC and the WIC Mobile websites into one location.

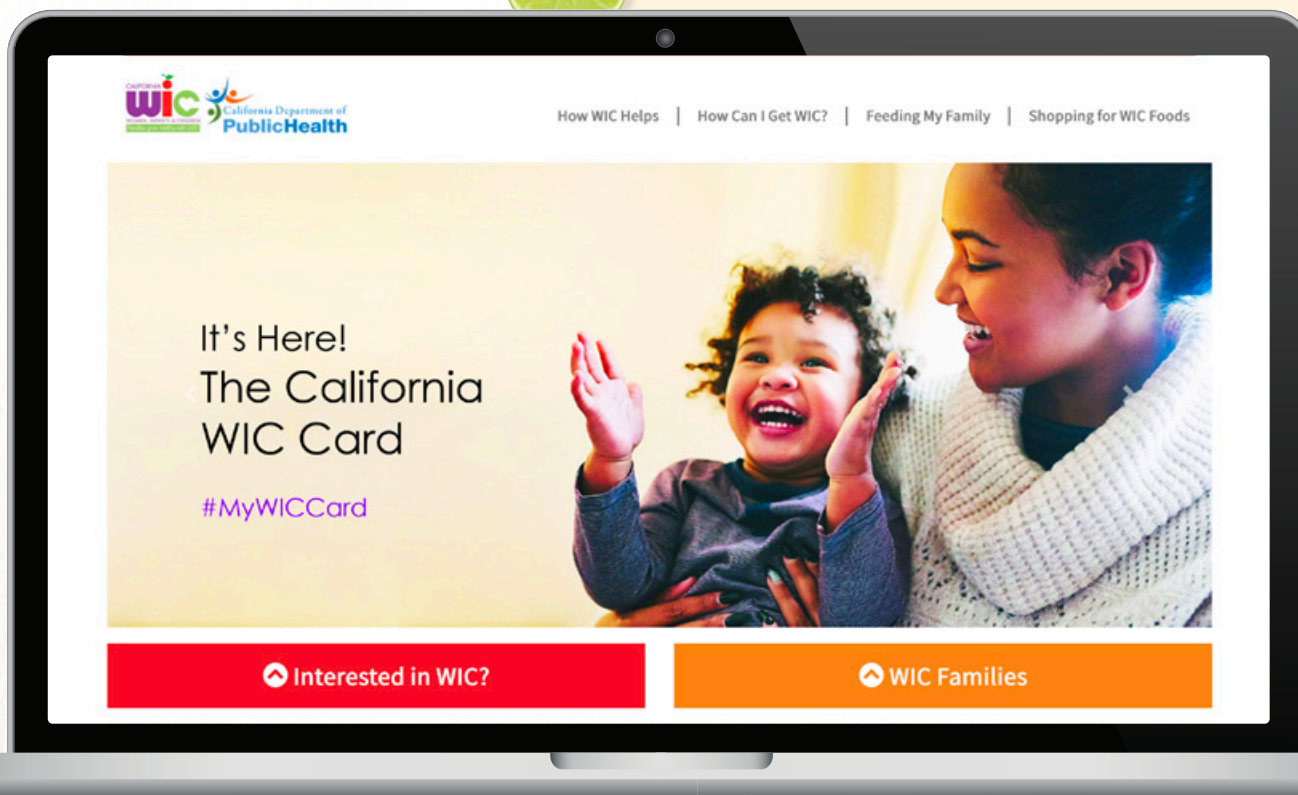
Visit MyFamily.WIC.ca.gov for more details.

This new website for families currently includes:

- Overview of WIC Services
- Appointment Information
- Eligibility Calculator
- Grocer and WIC Office Location Search
- Breastfeeding Support

Future updates will include:

- Food Balance Information
- Educational Videos and Materials
- Farmer's Market Location Search
- Translation Tool
- Library of all nutrition and breastfeeding educational materials.
- A secure participant portal that mirrors the California WIC App, where families can check benefits, appointments, WIC offices and grocers locations, upload appointment documents, and conduct online nutrition education.



Visit: MyFamily.WIC.ca.gov



California Department of Public Health, California WIC Program
This institution is an equal opportunity provider.
1-800-852-5770 | <https://wicworks.ca.gov>

