



California MD - WIC Network

Goal: To optimize health outcomes and reduce health care costs for WIC families through collaboration and effective partnerships between health care and WIC communities.

The California MD – WIC Network will focus on:

- partnerships to maximize patient access to quality care, wellness and health promotion;
- breastfeeding promotion and duration to optimize health outcomes and to prevent obesity;
- on-going and streamlined communication between physicians and WIC programs;
- family-centered and culturally appropriate counseling and education; and
- coordinated nutrition and health care services and referrals to support healthy outcomes.

Methods:

- Promote and support exclusive breastfeeding for the first six months of life, and continued breastfeeding for at least the first year;
- Address pediatric overweight and obesity using evidence-based recommendations and interventions and motivational interviewing to assess, educate, and empower families;
- Communicate consistent messages that are family-centered, age-appropriate, and culturally sensitive, as well as engaging and fun (non judgmental and blame-free);
- Enhance self efficacy and decision-making skills in both children and adults as it relates to health and wellness promotion; and
- Explain relevant services, policies, and procedures for optimal and cost effective health care.

Stakeholders:

American Academy of Pediatrics (AAP)
American Congress of Obstetricians and Gynecologists
California Academy of Family Physicians
Academia and select Schools of Medicine
Local physicians, dietitians, nurses, social workers, and health educators
Health plans and Medi-Cal
California Women, Infants and Children (WIC) Program and California WIC Association
American Dietetic Association
California Dietetic Association

For more information about the CA MD – WIC Network or to find a local WIC program in your community, visit the CA WIC website www.wicworks.ca.gov (go to Professional Resources; click Health Professionals).