



Today we will cover:

- ✓ WIC Program Overview
- ✓ WIC Eligibility & Referrals
- ✓ WIC in COVID Times
- ✓ 4 Major WIC Benefits
- ✓ WIC Breastfeeding Services



About the WIC Program

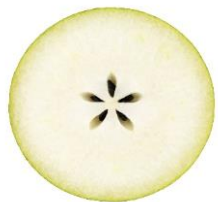


USDA funds WIC through its Food and Nutrition Programs (FNS)



- In California, WIC is administered by the Department of Public Health
- 84 local WIC agencies receive funding to operate at a local level





LA County: 7 WIC Local Agencies

WIC Agency Boundaries Overlaid on LA County Service Planning Areas

Service Planning Areas

- 1 – Antelope Valley
- 2 – San Fernando
- 3 – San Gabriel
- 4 – Metro
- 5 – West
- 6 – South
- 7 – East
- 8 – South Bay/Harbor

LA County WIC Agencies

- Antelope Valley Hospital
- City of Long Beach
- LA Biomed
- Northeast Valley Health Corporation
- Pasadena Public Health Department
- PHFE
- Watts Healthcare Corporation





WIC is NOT a part of Public Charge

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FREE FOOD FOR FAMILIES AFFECTED BY THE COVID-19 CRISIS

WIC PROVIDES HEALTHY FOOD AND SUPPORT SERVICES TO FAMILIES

If you're pregnant or a caretaker of a child under age five and your income has been affected by recent events, you may qualify for WIC. Applying is easy and you will receive your food benefits within a few days.

PLEASE STAY AT HOME

The new WIC Card and WIC App make it easy for you to access your benefits electronically. For the safety of the public, we are serving families remotely by phone and online. Contact us if you do not have the WIC card. We can **mail** it to you!



WIC IS NOT CONSIDERED A PART OF PUBLIC CHARGE

WIC is **SAFE** to use and does not affect immigration status for anyone who is currently in the U.S.

www.phfewic.org/apply

Text **APPLY** to **91997**

We're here to help!



@phfewic

Text: 91997
1-888-942-2229
www.phfewic.org



PHFE WIC is an equal opportunity provider

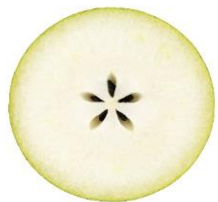


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Who is Eligible for WIC?



- **Women**

- **Pregnant**
- **Breastfeeding** (up to the infant's first birthday)
- **Postpartum** (up to 6 months after birth or pregnancy end date, including pregnancy loss)



- **Infants and Children**

- Up to **5th birthday**



- **WIC welcomes**

- Military families, migrant families, fathers, foster families and legal guardians with eligible children





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[How WIC Works](#) | [Learn and Grow](#) | [About PHFE WIC](#) | [For Professionals](#)



[Contact Us](#)



[Locations and Hours](#)



English ▾

We're here to help.

PHFE WIC, a program of Heluna Health, provides healthy food, nutrition education, breastfeeding support, and family resources to more than 200,000 women, children, and families in Southern California. If you're pregnant, or a caretaker of a child under age five, you can get personalized support for you and your family at one of our WIC California offices.

[Apply for WIC](#)

[Go to Online Education](#)

**Text APPLY
to 91997**

WIC Income Eligibility Guidelines



Household Size**	Annual	Monthly	Weekly
1	\$23,606	\$1,968	\$454
2	\$31,894	\$2,658	\$614
3	\$40,182	\$3,349	\$773
4	\$48,470	\$4,040	\$933
5	\$56,758	\$4,730	\$1,092
More than 5	Add per additional member		
	+ \$8,288	+ \$691	+ \$160

*Income based on 185% Federal Poverty Level, effective May 1, 2020 to June 30, 2021.
 **Unborn children should be counted in household size.

Apply to become a WIC participant and take the first step toward getting healthy resources for you and your family.

Who is eligible to receive WIC services?

Women

- Pregnant women
- Breastfeeding women (up to the infant's first birthday)
- Non-breastfeeding women (until the infant is six months old)
- Women up to six months after a pregnancy loss

Infants and Children

- Up to the child's fifth birthday

We welcome military families, migrant families, fathers, foster parents and legal guardians with eligible children. See the WIC income guidelines below. [Learn more about who qualifies.](#)

Have questions? Call PHFE WIC at (888) 942-2229

Please fill out this application:

First Name *

Last Name *

Street Address

City

Zip

Email

To receive WIC benefits for a pregnancy or child under 5, text APPLY to 91997 or visit www.phfewic.org/apply.

Individuals currently enrolled in MediCal or CalFresh automatically meet the income requirement for WIC.



WIC in COVID Times



We are providing all core program benefits, but have adapted the service model from face-to-face service to completely remote.

4 Core WIC Benefits

www.phfewic.org

WIC Services

WIC participants have access to WIC Assistance, free resources and a network of support to help families thrive through our WIC website.



Nutrition Education



Breastfeeding Support

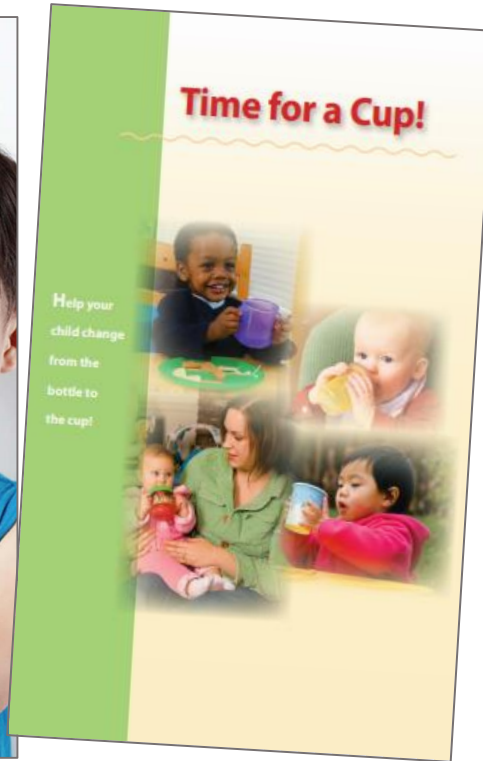


Healthy Foods



Family Resources

WIC Nutrition Education Materials



Veggies are Yummy!

My child will not eat vegetables. Why not?

- Young children like to say "no". This is a normal part of growing up.
- Sometimes they refuse to eat certain foods, like vegetables.
- Children tend to eat what their families eat. As parents, we need to set the example. If you eat lots of different vegetables, your child will learn to like them too!

WIC Foods

<https://www.cdph.ca.gov/Programs/CFH/DWICSN/Pages/WICFoods.aspx>



The Convenience of the WIC Card



Approved WIC Infant Formulas

The current WIC contract is for Enfamil products.

No prescription is required for these formulas.

WIC does not provide Similac Advance, Similac Soy Isomil, Similac Sensitive, or Nestle's Good Start.





Therapeutic Formulas

Formulas for Medical Conditions

Medically necessary therapeutic formula is a covered benefit under MediCal and MediCal Managed Care.

WIC requires the health care provider to submit an authorization/referral to the patient's MediCal Managed Care plan or a prescription for the patient to take to a pharmacy that accepts MediCal.

If Medi-Cal or Medi-Cal Managed Care denies coverage for a formula, WIC requests that the participant bring in a copy of the denial letter. WIC may be able to assist the family with one of the following formulas:



**Similac
NeoSure**



**Enfamil
EnfaCare or
NeuroPro EnfaCare**



**Similac
Alimentum**



**Nutramigen
with Enflora LGG**

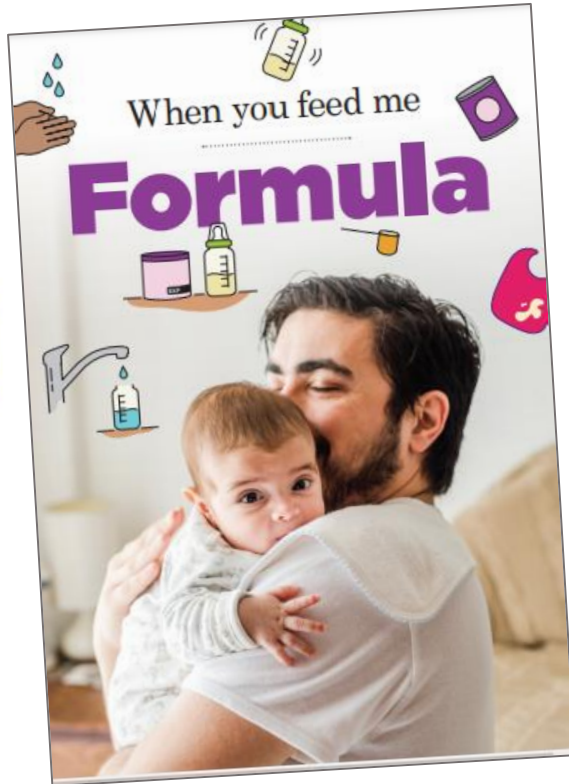


**Nutramigen
Concentrate**



PediaSure

Formula Prep and Bottle Feeding



Let your baby set the pace

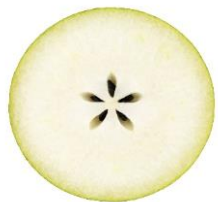
WIC provides a full spectrum of breastfeeding services



Breastfeeding Education: Personalized Individual Education and Counseling



Phone
Texting
Videos



On-Line Breastfeeding Education



[LOG IN](#) [SIGN UP](#) [OUR BLOG](#) [HELP](#)

English ▾

Begin today with a fresh start.

We're helping thousands of families like yours eat healthy — FOR LIFE.

[Log In](#) [Sign Up](#)

----- Trouble Signing In? -----

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Virtual Prenatal Breastfeeding Classes

- NEW! California State WIC **prenatal class** “Let’s Talk: Newborn Feeding Secrets”
 - Includes Baby Behavior messages: sleep, crying, cues
 - Offered to participants in their 3rd trimester of pregnancy
 - In English, Spanish and Vietnamese
- Also, offered individually during counseling by phone



Baby Behavior

<https://www.phfewic.org/learn-and-grow/infants-and-children/>

Getting to know your
BABY
BIRTH to 6 MONTHS



California
BABY
BEHAVIOR
Campaign

Having a baby is a very exciting time!
Learning about baby behavior can help you
understand your baby's needs. This booklet
answers questions or concerns you may
have about sleep, cues and crying.

 SLEEP Night time waking can be hard. Babies sleep differently than adults. <i>Learn how babies sleep.</i> page 3	 CUES Do you find it hard to know what your baby needs? <i>Learn how your baby communicates with you.</i> page 9	 CRYING Babies cry for many reasons, not just because they are hungry. <i>Learn other reasons babies cry and how you can calm your crying baby.</i> page 15
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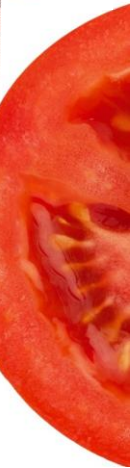
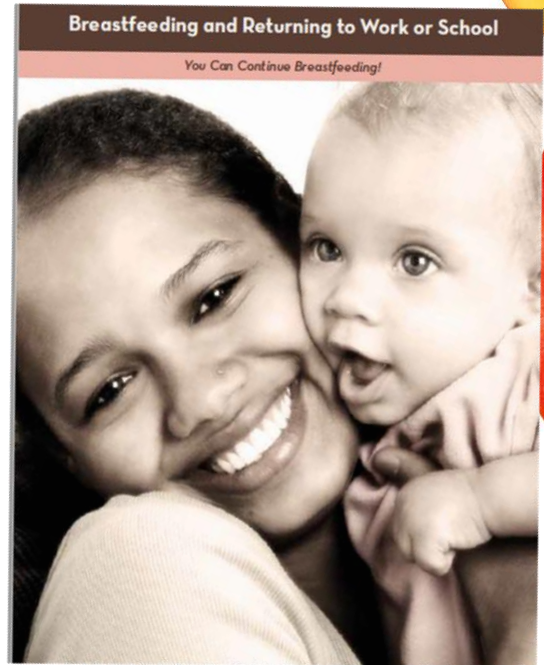
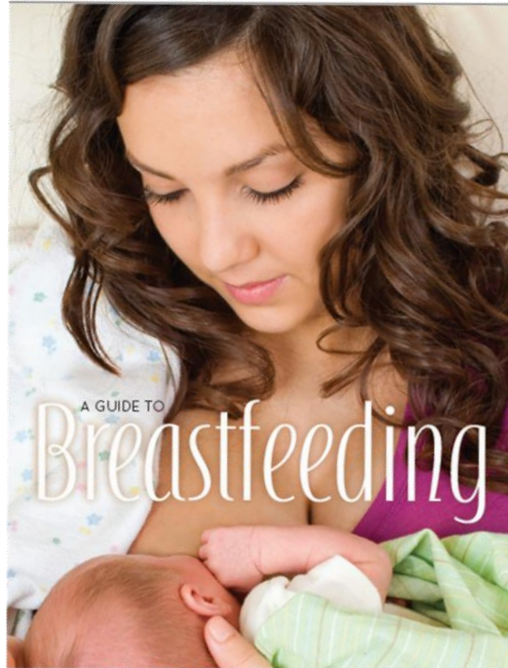


WIC Breastfeeding Materials

<https://www.phfewic.org/learn-and-grow/breastfeeding/>

The Hospital Experience

What to expect and how to make it memorable



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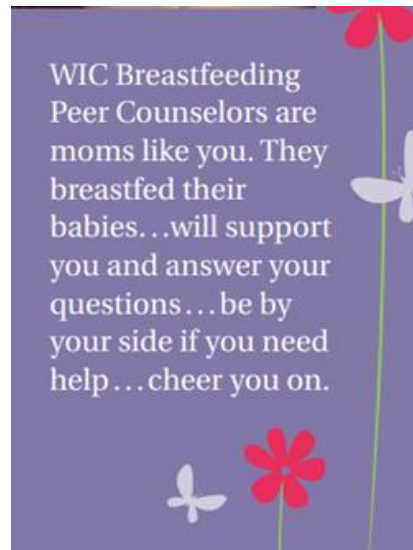
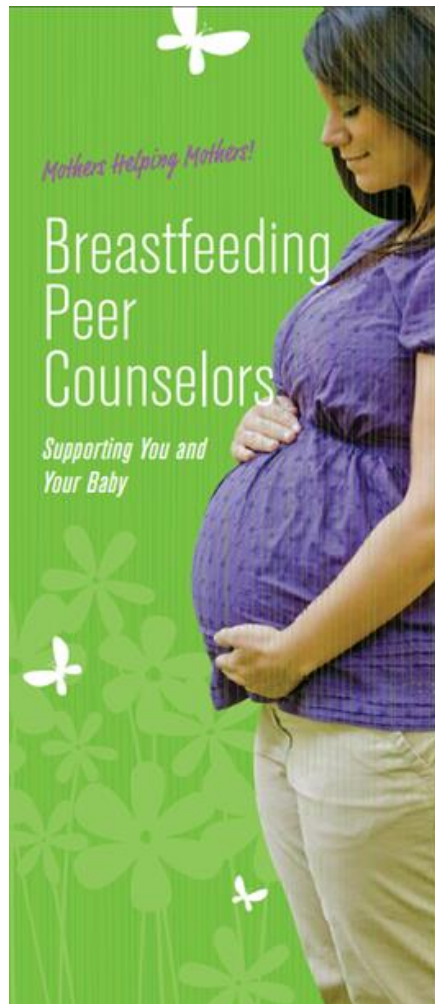
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Peer Counselors

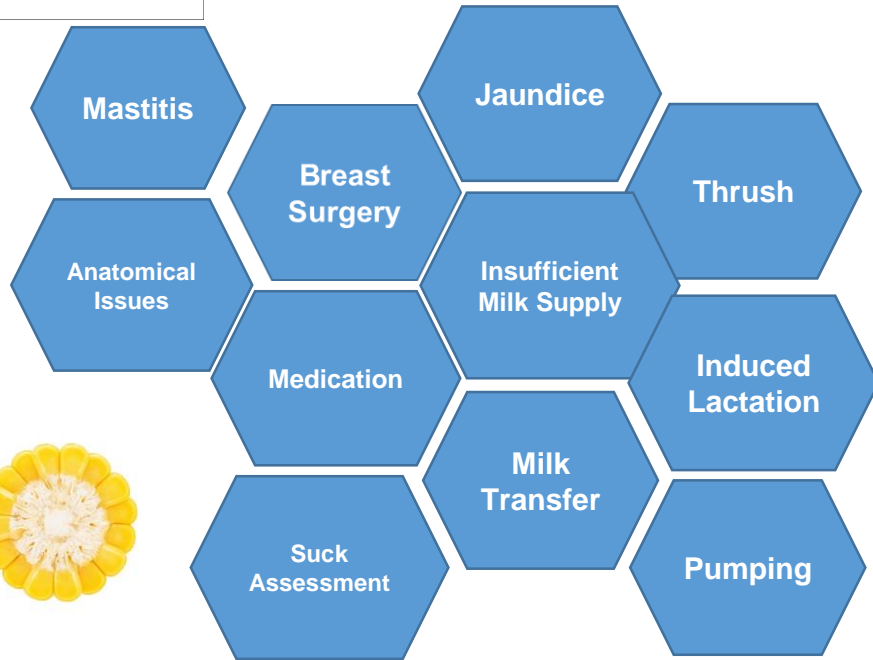
Breastfeeding Case Management



Milk Supply
Engorgement
Sore nipples
Plugged ducts
Baby's weight



Lactation Consultants

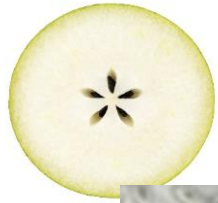




Breast pumps



Breastfeeding Support Groups



Join a Breastfeeding Support Group Online!

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Join a Breastfeeding Support Group Online!

Topic	Meeting Date and Time	How to Join
CinnaMoms + Kaiser Permanente Support Circle:	March 18 at 2:30PM	RSVP at cinnamoms.org
Korean Breastfeeding Support Group	March 19 at 11:00AM	Text 'RSVP19' to 91997
Vietnamese Breastfeeding Support Group	March 20 at 11:00AM	Text 'RSVP20' to 91997
English Breastfeeding Support Group	March 23 at 2:00PM	Text 'RSVP23' to 91997
Armenian Breastfeeding Support Group	March 25 at 11:00AM	Text 'RSVP25' to 91997
Spanish Breastfeeding Support Group	March 29 at 2:00PM	Text 'RSVP29' to 91997
Spanish Breastfeeding Support Group	March 30 at 11:00AM	Text 'RSVP30' to 91997
Chinese Breastfeeding Support Group	March 31 at 2:00PM	Text 'RSVP31' to 91997




CinnaMoms

<https://www.cinnamoms.org/>



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KAISER
PERMANENTE

JOIN OUR VIRTUAL
BREASTFEEDING SUPPORT CIRCLE

EVERY 1ST AND 3RD THURSDAYS AT 2:30 PM


APRIL: 1 & 15

MAY: 20

JUNE: 3 & 17

RSVP Today!

Register at
CinnaMoms.org/Events
for Zoom Link





Infant Feeding Helpline

- WIC is a breastfeeding resource for families and professionals:
- Call **(888) 278-6455**



WIC supports breastfeeding efforts of hospitals and doctor offices

- WIC works with hospitals in their efforts to achieve and sustain Baby Friendly designation
- WIC is a breastfeeding resource for physicians' offices

PARTNERING WITH WIC TO SUPPORT BREASTFEEDING



Everyone has a role to play in making breastfeeding the easiest, most convenient way for a mom to feed her baby. From hospital systems and retail stores to child care centers and faith-based groups, we can all work together to make breastfeeding the norm, create comfortable spaces for moms to breastfeed their babies in public, set up lactation rooms for moms to pump at work, and more.

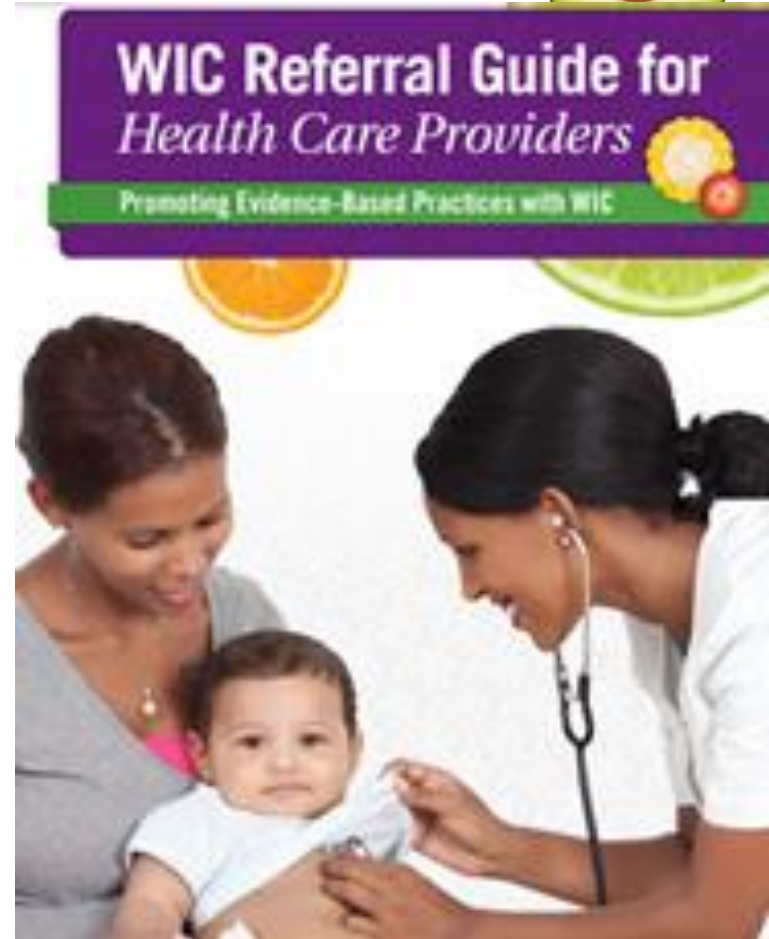
We invite you to partner with WIC to help ensure moms have the support they need to breastfeed successfully. Here are some ideas for creating breastfeeding-friendly communities.



WIC Information for Health Care Providers

- How WIC Helps
- Medical Documentation
- Blood Work Requirement
- WIC Eligible Formulas
- Pediatric Referral Form (PDF)
- Pregnant Women Referral Form (PDF)
- Postpartum Referral Form (PDF)

<https://www.cdph.ca.gov/Programs/CFH/DWICSN/Pages/HealthCareProviders.aspx>





California



**Families Grow
Healthy with WIC**



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