



WIC Referral Guide for *Health Care Providers*

Promoting Evidence-Based Practices with WIC





WIC helps your patients with:

- Information and support for having a healthy pregnancy
- Education and support for exclusive breastfeeding for the first year of life and beyond
- Personalized nutrition education services
- Improving access to healthier foods
- Preparing healthy meals and snacks for their children
- Referring to health care providers for high risk factors



Partner with WIC!



Who should I refer to WIC?

Families with low to moderate income (living at or below 185% of Federal Poverty Level) or who receive Medi-Cal, CalWORKs (cash aid) or CalFresh (SNAP) and who are:

- Pregnant women
- Breastfeeding women up to one year and non-breastfeeding women up to six months, after delivery (including recent pregnancy loss)
- Infants and children from birth up to five years
- Dads, grandparents, foster parents, or guardians who care for eligible children
- Working, military and migrant families (They may be eligible and not know it)

Get results with WIC:

- Increase key nutrients in your patient's diet
- Improve birth outcomes, with fewer preterm and low birth-weight babies
- Increase breastfeeding rates and successes
- Support healthy growth and development
- Reduce iron deficiency anemia
- Reduce childhood obesity rates

‡ WIC Participant and Program Characteristics 2016. Alexandria, VA: U.S. Department of Agriculture, Food and Nutrition Service. Available online at: www.fns.usda.gov/research-and-analysis

WIC improves breastfeeding rates.

“Between 1998 and 2016, breastfeeding rates among WIC participants rose from 42% to 71%.”[‡]

WIC Services



Breastfeeding Support

- Individual and peer group breastfeeding counseling
- Referrals to lactation specialists when needed
- Education for fathers and other family members
- Education and guidance for the delivery experience
- Breast pumps for qualifying mothers
- Regional Breastfeeding Liaisons (RBLs) who provide community capacity building for breastfeeding



Nutrition Services

- Nutrition assessment and education
- Personalized nutrition care plan with routine follow-ups
- Family centered meal planning
- ***Baby Behavior*** education (hunger, sleep and crying cues) to help reduce infant overfeeding and encourage exclusive breastfeeding



Healthy Food Choices

- Monthly supplemental food benefits that include fruits and vegetables, whole grains, low-fat dairy, soy milk, tofu, formula and iron rich foods
- Shopping guidance
- Cooking demos and healthy recipes



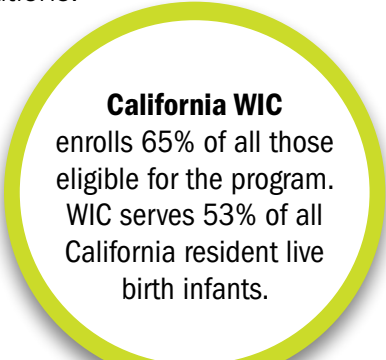
Resources and Referrals

- **Connecting families to health care, community services and resources**
- **Referrals might include prenatal care, food assistance, substance abuse treatment (including cannabis use), etc**



Who Provides WIC Services?

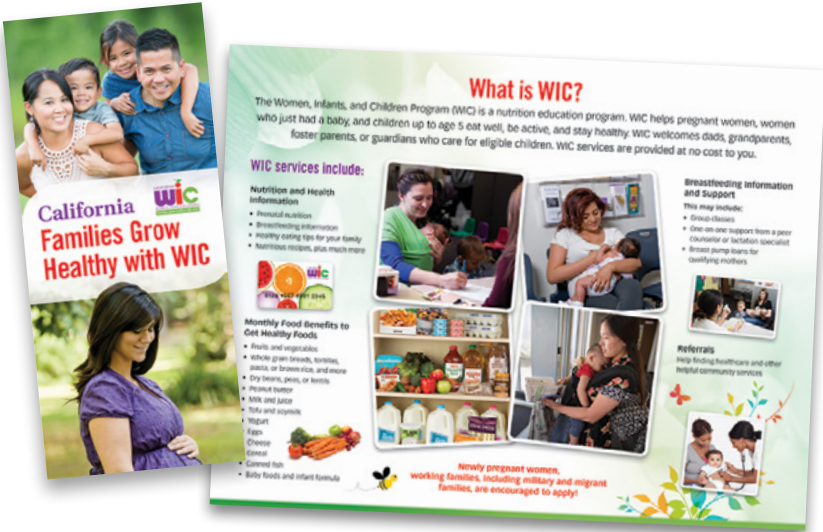
- The **WIC team** includes Registered Dietitians (RDs), degreed nutritionists, health educators, International Board Certified Lactation Consultants (IBCLCs), Certified Lactation Educators, Certified WIC Nutrition Assistants, and breastfeeding peer counselors.
- The **California Department of Public Health administers the WIC program** throughout California in both county health departments and non-profit organizations.



California WIC
enrolls 65% of all those eligible for the program.
WIC serves 53% of all California resident live birth infants.



Help Connect Families with WIC



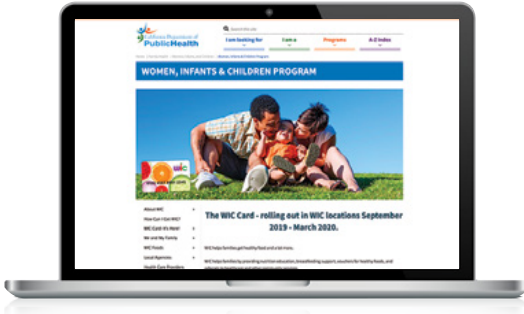
- **Order WIC brochures** to share with your patients.

Available in English, Spanish, Vietnamese, Chinese, Russian, Korean, Hmong, Armenian, Arabic, Punjabi, and Farsi.

Order these free materials at <http://bit.ly/CDPHWIC>.

- **Refer patients to WIC** by providing height, weight, recent hemoglobin (Hgb) or hematocrit (Hct) and estimated due date (EDD).





- **Share the WIC website (www.wicworks.ca.gov)** to find the latest income guidelines and other information. Also share our website for WIC families at **MyFamily.WIC.ca.gov**.

- **Ask patients to call WIC's automated, toll-free line at 1-888-WIC-WORKS (1-888-942-9675),** available in 5 languages.

- **Find and share your local WIC office information [here](#).**

Encourage patients to call ahead before going to their WIC office.



California Department of Public Health, California WIC Program
This institution is an equal opportunity provider.

1-888-WICWORKS | MyFamily.WIC.ca.gov

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