

SACRAMENTO COUNTY

Department of Health Services

Public Health Division



SACRAMENTO COUNTY



**PUBLIC
HEALTH**

Promote • Prevent • Protect

WOMEN, INFANTS & CHILDREN REPORT 2023

OVERVIEW

Women, Infants & Children (WIC) is a federally funded supplemental nutrition program operated by the United States Department of Agriculture (USDA) in all US states and territories. The California Department of Public Health (CDPH WIC) contracts with local entities for the provision of WIC services.

- The *goal of WIC* is to improve pregnancy outcomes and promote optimal health and growth in children ages 0-5 years through education in nutrition and health and the provision of specific nutritious foods that are designed to supplement their diets with specific nutrients.
- WIC provides a *safety net for families* who are struggling financially. By providing supplemental food and freeing up resources for other necessities, like rent and medicine, nutrition assistance programs ease food insecurity and other hardships. During economic downturns, unemployment rises, and more families need assistance. By growing to meet the greater need, WIC helps to provide a safety net during downturns.¹
- Based on a July 2019 study on prenatal WIC participation in California, WIC services saved about \$349 million and prevented 7,575 preterm births. Data showed that for each \$1 spent on prenatal WIC participants, there was a mean savings of \$2.48 (range: \$1.24 - \$6.83). The author noted that, “There is growing evidence that prenatal participation in the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) reduces the risk of adverse birth outcomes.”²

ELIGIBILITY & APPLICATION

WIC serves low to medium-income families (up to 185% of federal poverty level) which includes pregnant or postpartum women, infants, and children under the age of five years old.

- In California, a family of four can earn up to \$55,500 per year (185% of the federal poverty level) and qualify for WIC benefits. *Individuals receiving Medi-Cal, CalWORKs, or CalFresh (Food Stamps), may be adjunctively eligible for WIC and not subject to the income limits.*
- U.S. citizenship is not a requirement for receiving benefits. WIC is not a public charge program.

Families may apply for services:

- In person at any County WIC site (see locations section)
- By phone at (916) 876-5000
- Electronically on the County WIC webpage:

<https://dhs.saccounty.gov/pub/wic/Pages/Women-Infants-and-Children-Home.aspx>

¹ Carlson, S, et al. “WIC Participation and Costs Are Stable.” *Center on Budget and Policy Priorities*, updated 19 July 2017, www.cbpp.org/research/food-assistance/wic-participation-and-costs-are-stable.

² Nianogo, Roch A, et al. “Economic Evaluation of California Prenatal Participation in the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) to Prevent Preterm Birth.” *Preventive Medicine, U.S. National Library of Medicine*, July 2019, www.ncbi.nlm.nih.gov/pubmed/30998955.

WIC CLINIC LOCATIONS

WIC serves over 22,000 participants at five locations:



Florin (South Area)
7171 Bowling Drive, Suite 1000
Sacramento, CA 95823



Primary Care Center (Oak Park)
4600 Broadway, Suite 2100
Sacramento, CA 95820



Natomas (North Area) – New Location!
3840 Rosin Court, Suite 200
Sacramento, CA 95834



Rancho Cordova
3320 Data Drive, Suite 100
Rancho Cordova, CA 95670



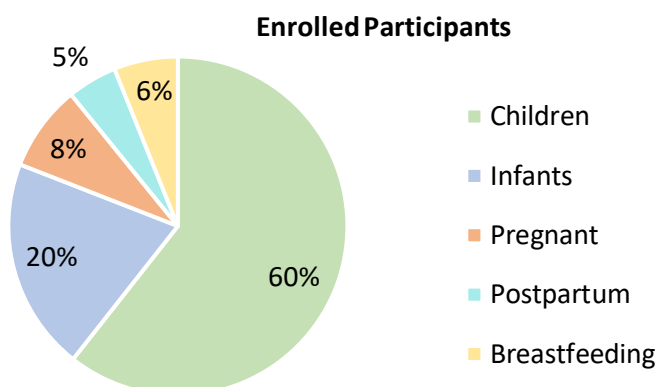
Elk Grove (Satellite Office)
United Methodist Church
8986 Elk Grove Boulevard
Elk Grove, CA 95624

WIC CLINIC LOCATION CHANGE

In August 2022, WIC moved its Grand Ave Site (Del Paso Heights) to another space in Natomas. This location offers a more client friendly space and added convenience to participants.

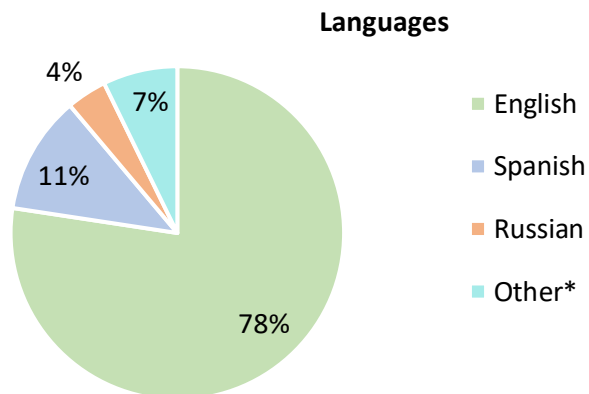
DEMOGRAPHICS

As of May 31, 2023, **23,115** participants were enrolled, with the majority being children and infants (80%). Sacramento County WIC serves approximately **22,562** participants each month.



SPOKEN LANGUAGE

Enrolled participants are predominantly English-speaking (78%). The top three spoken languages account for 93% of the participants – English (78%), Spanish (11%), and Russian (4%). The remaining 7% speak one of 26 different languages (May 2023).



**Other includes Hmong, Cantonese, Mandarin, Vietnamese, Farsi, Dari, Armenian, Pashto, Punjabi, Arabic, Hindi, American Sign Language, Ukrainian, Tagalog, German, Urdu, Thai, Portuguese, Romanian, Cambodian, Laotian, French, Somali, Amharic, Nepalese, and Gujarati.*

NEIGHBORHOODS/GEOGRAPHIC DISTRIBUTION

Zip code data taken from WIC Reporting, Analytics, and Data Reporting System (**May 2023**), are depicted below. These 15 zip codes (prepared by Valley Vision, Inc.) fall into three geographic areas within the County – North Area, South Area, and Downtown. These areas have consistently high rates of poor health outcomes. The following data shows the total number of WIC participants residing within each zip code.

North Area	Zip Code	Total Participants
Arden Arcade / Del Paso Heights / Old North Sacramento	95815	990
Arden Arcade / Del Paso Manor	95821	417
Arden Arcade / Foothill Farms / Belmont Estates	95841	246
Del Paso Heights	95838	1,585
North Highlands	95660	327
Rio Linda	95673	351
Total		3,916

South Area	Zip Code	Total Participants
City Farms / Fruitridge Manor	95824	1048
Elmhurst / Oak Park / Franklin Blvd.	95817	222
Florin	95828	1,196
Hollywood Park / Land Park	95822	1,226
Meadowview	95832	446
Parkway / Valley Hi / North Laguna	95823	2,710
Tahoe Park / Elmhurst / Oak Park / Colonial Heights / Colonial Acres	95820	766
Total		7,614

Downtown Area	Zip Code	Total Participants
Downtown	95811, 95605	108
Boulevard Park	95812	9
Richards / Alkali Flats / Mansion Flats / Southside Park	95814	52
Total		169

Other Communities Area	Zip Code	Total Participants
Antelope / Foothill Farms	95842, 95843	510
Arden Arcade / Campus Commons	95825, 95860, 95865, 95866	399
Carmichael / Orangevale / Fair Oaks	95608, 95609, 95628, 95662	678
Citrus Heights	95610, 95611, 95621	290
Del Paso Heights / Natomas	95833, 95834, 95835, 95837	2183

Other Communities Area	Zip Code	Total Participants
East Sacramento / Winn Park / Newton Booth / Marshall	95816, 95819	86
Elk Grove / Laguna	95624, 95757, 95758, 95759	1,751
Elverta / McClellan	95626, 95652	72
Excelsior / Calvine / Vineyard	95829, 95830	290
Folsom	95630	186
Galt	95632	71
Hood	95639	4
Land Park / Pocket / Greenhaven	95818, 95831	662
Rancho Cordova	95655, 95670, 95741, 95742	1,888
Rosemont / College Greens	95826	524
Sacramento / Lincoln Village / Sierra Oaks	95827, 95864	654
Sloughhouse / Herald / Wilton	95638, 95683, 95693	62
Walnut Grove / Courtland / Isleton / Ryde	95641, 95615, 95690	32
Woodlake / Point West	95813, 95851, 95852, 95853	14
Out of County		525
Total		10,881

WIC Participants Zip Code Summary Chart Point in Time: May 31, 2023		
Community Groups	Number of Participants	
North	3,929	52% of participants reside in Sacramento communities with consistently high rates of poor health outcomes.
South	7,743	
Downtown	108	
Other Communities	10,881	43% reside in other Sacramento communities 5% reside outside of the county.
Total Participants	22,580	

The Sacramento County WIC Program assists approximately **91 homeless participants** monthly by providing WIC benefits tailored to meet their needs (i.e., canned foods/powdered milk, smaller container sizes, items that do not require refrigeration, etc.) and referrals to needed resources.

SERVICES OFFERED

Families improve their nutrition and health status through WIC services offered in-person or remotely (by phone or telehealth). WIC foods meet the special nutritional needs of pregnant, breastfeeding, and postpartum women, infants, and children under 5 years old. Families receive:

- Free, healthy foods
- Nutrition education and counseling
- Breastfeeding assistance and support
- Referrals to medical care and community services

CALIFORNIA WIC APP

The California WIC App streamlines the shopping experience. After downloading it onto their smart devices (phone or tablet), participants can, check their benefit balance, find WIC approved vendors, determine which foods are WIC approved and check their next appointment.

The California WIC App is available for download from Apple's App Store and the Google Play Store. New users are prompted to create an account that links their WIC Account to the app.



LACTATION SUPPORT

The Sacramento County WIC Program has a long history of providing quality lactation assistance to the community. Efforts to increase the initiation and duration of breastfeeding among infants aged 0-11 months began in 1992. With First 5 Sacramento partnership the rate tripled from 6% to 25%. This increase equates to about 550 more infants per year receiving their mother's milk. WIC supports and promotes breastfeeding during the prenatal, postpartum, and early childhood years due to the established link between breastfeeding and optimal health. Services include:

- Basic breastfeeding promotion and support (including breastfeeding classes) and individual support through lactation consultants and a breastfeeding peer counseling program.
- Enhanced breastfeeding support and lactation services provided by International Board Certified Lactation Consultants (LC) funded by: Sacramento County, First 5 Sacramento, Anthem Blue Cross, Health Net, LLC and Molina Healthcare of California.
- Award-winning Breastfeeding Peer Counselor (BFPC) Program, which provides peer-to-peer breastfeeding support to first-time mothers during their pregnancy and up to six months after delivery. The peer counselors work closely with WIC Lactation Consultants to refer mothers who are in need of advanced lactation support and care. Approximately 140 mothers per month receive guidance and peer support through individual counseling or group class sessions conducted in-person, virtually, and by phone or video calls.



“Thank you for listening and reassuring me that my feelings were valid. I felt that you truly cared for me and my baby. Before your call I felt really alone. Hearing from you during this low point in my life really helped me get on the path to healing.” – WIC mother who had just lost her baby.

“My baby was in the NICU for the first few days of life...I had to pump and then when we came home worked with the LC to make sure he learned to latch correctly and was getting enough at the breast. I cannot express my gratitude for all the support I received. Maria [LC] reminded me of all the breastfeeding basics I had forgotten. Doing pre and post weights was so reassuring that my baby was getting enough. Most importantly having my breastmilk tested for calories was vital to wean off of formula. Maria was always available to answer any questions I had along the way. Don't be afraid to ask for help and get help right away ...the LCs at WIC are so knowledgeable and caring, you are in good hands!”– Jannette, WIC Nutrition Assistant and mother

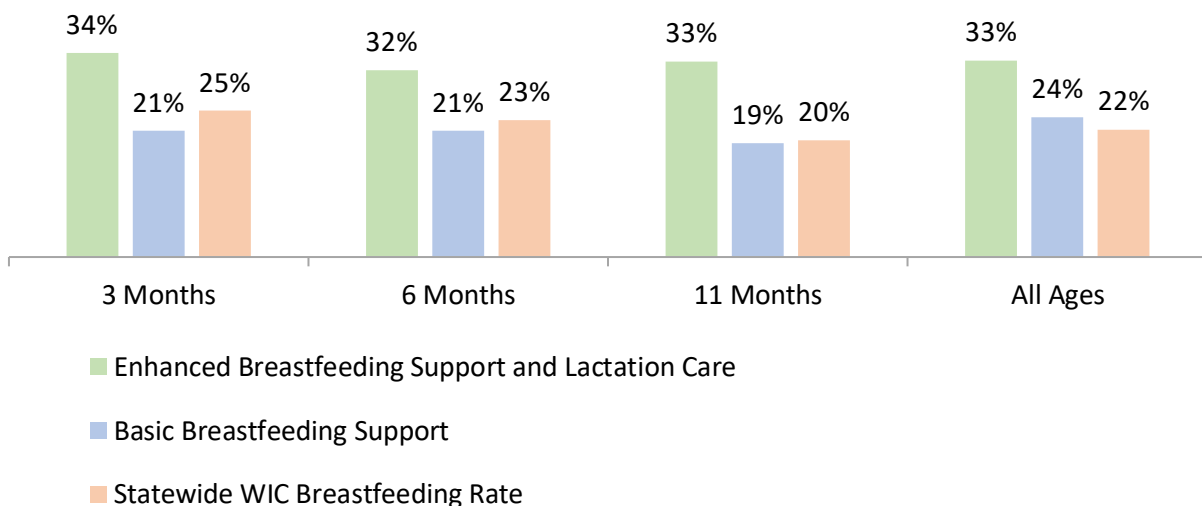
"I am on my 3rd child and 3rd breastfeeding experience and this is the first time I was able to get past the 3 month growth spurt! Each of my kids went through nipple [breastfeeding] strikes at the 3 month growth spurt and I never had the experience, advice and motivation before to get pushing and get through it! This was the best ever! I appreciate the lactation consultant and all the breastfeeding help I've gotten along the way! It was the only reason my baby has been able to be breastfed this long!" – WIC mother

From July 1, 2022 to June 30, 2023, 1,527 families received support from a WIC lactation consultant.

"I loved the classes, during my first few days of breast feeding I struggled establishing a latch due to engorgement. Amy [Breastfeeding Peer Counselor] gave me the support and encouragement I needed during that time of needing. It was really helpful taking the opportunity to take breastfeeding classes as they really helped days after giving birth. I was also able to go back to those videos if I needed to remember something. Amy has been such an understanding person a new first time mom like me needed. I felt comfortable asking questions...[Amy] definitely helped me through this journey without her I would have giving up on trying breastfeeding if not for services from WIC and the care of Amy. Thank you!"

- Karly, WIC Participant

Exclusive Breastfeeding Rates By Infant Age and Program Level
May 31, 2023



INFANT FORMULA SHORTAGE

In 2022/2023 an infant formula shortage was triggered by an extensive formula recall that eventually led to the temporary shutdown of the Abbott Nutrition Infant Formula manufacturing plant in Michigan. This caused unprecedented challenges for families whose infants were formula fed. WIC staff worked diligently trying to assist WIC participants to locate stores that had formula and to help them explore other formula options when the formula that their infant was using was not available. Also, the modernization of the WIC Program that began in 2019 enabled CDPH WIC to temporarily offer a variety of formula options on their WIC Benefit Card. For infants who required specialized formulas due to medical needs, WIC Dietitians were able to temporarily receive and distribute a small number of cans of formula and issue them directly to some of these families.

WIC INFANT FORMULA TRANSITION

In the midst of the formula shortage WIC successfully transitioned from Mead Johnson to Abbott Nutrition as the primary contract formula. Every three years, CDPH WIC goes out to bid and a formula company is selected. This process enables the WIC Program to achieve significant savings and be in the position to serve more families.

WORKFORCE

WIC has 40.8 full time equivalent (FTE) employees working across five clinic locations and includes the following positions:

- Director (1.0 FTE)
- Clinic Managers (4.0 FTEs)
- Dietitians (6.8 FTEs)
- Nutrition Assistants (27.0 FTEs)
- International Board Certified Lactation Consultants (Contracted)
- Administrative Support (2.0 FTEs)

WIC frequently recruits new staff from its target population. Most of the staff are bilingual and/or bicultural. Recruiting former WIC participants often provides staff that represent the community served. Staff speak several different languages including Spanish, Russian, Hmong, Chinese, Farsi, Dari, Armenian, Ukrainian, Mien, Tagalog, Ilocano, Greek, and French.



DIETITIANS

WIC Dietitians play an integral role in protecting the health and nutrition of participants at greater risk. From helping participants when therapeutic formula is needed, assisting with special needs diets, providing staff support and training, county WIC Dietitians wear many hats. Dietitians' additional roles include working with the Mental Health Treatment Center and County Youth Detention Facilities.

STAFF TRAINING

WIC staff undergo extensive training in many areas such as:

- Nutrition:
Prenatal, postpartum, infant and child
- Breastfeeding
- Baby and toddler behaviors
- Providing referrals to other community programs
- Alcohol and drug screening
- Motivational interviewing (counseling model developed from drug and alcohol counseling)
- Participant-centered education
- Principles of adult learning
- CDPH WIC mandated trainings:
Civil rights, sexual harassment, conflict of interest, voter registration, sexual orientation, gender identification, etc.

VOLUNTEER PROGRAM

WIC has an extensive and effective volunteer program. Volunteers enhance the participant experience and at the same time are provided opportunities that enrich their own lives. Many volunteers become dedicated to the work that WIC does and either have sought a career with WIC as a Nutrition Assistant or Dietitian or have been inspired to pursue a career path along the lines of public health, social work, or lactation. Additionally, a significant number of WIC contracted Lactation Consultants were recruited through the existing volunteer and/or employee population before they decided to pursue the career of a Lactation Consultant.

- Volunteers contributed a total of 875 hours in 2022.
- Almost 500 hours have already been contributed in the first half of 2023.
- Some are bilingual and/or bicultural (speaking Spanish, Russian, Arabic etc.).
- The majority of volunteers are students, graduates, or dietetic interns from California State University, Sacramento and University of California, Davis.
- The volunteer program provides interns and new graduates an opportunity to gain valuable experience in community nutrition and to explore their career interests.

Volunteers often express their gratitude for the opportunity to work with County WIC.

"The most valuable skills I gained during my experience with the Sacramento County WIC Program are communication, organization, and compassion. My preceptor was flexible and understanding...The environment overall is comforting and supportive due to the staff and the participants. Interacting with the participants and the Sacramento County WIC Program staff increased my interest in community nutrition. After my field placement experiences I began to think more about becoming a registered dietitian in the community setting....I would love to seek employment with the WIC Program". - Nadine, WIC Nutrition Student Volunteer

"Volunteering with WIC was the best learning experience that I could have ever asked for. By volunteering, I learned so much about teamwork, nutrition education, and how important a program like WIC is for the community - especially those who need it most. Volunteering and then working for WIC helped shape me to be the person and dietitian I am today!" - Paula, WIC volunteer that went on to become a dietitian



875 VOLUNTEER HOURS WORKED IN 2022

"The time I spent volunteering at WIC holds a special place in my heart. The camaraderie among the staff and the collaborative working environment brought me immense joy. Engaging in various projects during my volunteering journey, like conducting the "Welcome to WIC" class for both new and returning participants, proved to be incredibly fulfilling and worthwhile. This community nutrition volunteering opportunity was particularly significant as I pursued my nutrition degree in school with the focus on disease prevention and wellness promotion of the communities through the lenses of nutrition and physical activity."

- Dmitri Tsoy, WIC volunteer

FUNDING

WIC has the following sources of revenue:

Revenue Sources		
Fund Source	Funding	Services
State Department of Public Health	\$5,501,468 (88%)	WIC provides nutrition education; healthy food benefits; community referrals; and basic support and promotion of breastfeeding, to pregnant and recently postpartum women, infants and children up to the age of five years.
First 5 Sacramento	\$252,881 (4%)	Supports enhanced lactation services not funded by the State Department of Public Health WIC grant.
Health Plans: • Anthem Blue Cross • Health Net, LLC • Molina Healthcare of California	\$70,000 (1%)	Supports enhanced lactation services not fully funded by First 5 Sacramento.
County of Sacramento	\$450,148 (7%)	Supports the overall operation of the WIC Program, to meet any funding gaps from other revenue sources.
Total	\$6,274,497	

Funding By Fiscal Years		
Fiscal Year	WIC Basic Grant (State Department of Public Health)	Community Lactation Assistance Project (First 5 Sacramento)
15-16	\$5,104,054	\$777,524
16-17	\$5,178,685	\$777,524
17-18	\$5,265,612	\$777,524
18-19	\$5,272,613	\$385,710
19-20	\$5,145,928	\$385,710
20-21	\$5,084,569	\$385,710
21-22	\$5,084,569	\$252,881
22-23	\$5,501,468	\$252,881

SUSTAINABILITY

The WIC lactation program faced a 34% reduction (\$132,829) in funding due to the second First 5 Sacramento fiscal cliff beginning in fiscal year 2021-22. In order to minimize the impact on services, WIC has been working on a fiscal sustainability plan.

- The County of Sacramento Board of Supervisors approved funding to bridge the gap as a result of the decrease in First 5 Sacramento funding. The Board is a strong supporter of the WIC Program and recognizes the importance of providing early lactation support to mothers and their infants.
- The following Geographic Managed Care Plans (GMC): Anthem, Health Net and Molina Healthcare have contributed in total \$70,000 in FY 22/23 to support the WIC lactation program. To date, this contribution has made up 52.7% of the loss. These health plans understand the vital impact that breastfeeding has on the physical, mental and social development of mother/infant dyads and the short and long-term consequences this has for the family and the community.
- The California WIC Association (CWA) is a breastfeeding support advocate in California. CWA has been engaged in policy work with the California Department of Health Care Services to advocate for changes in Medi-Cal regulations to help improve reimbursement of lactation services.
- WIC continues to explore other opportunities for reimbursement including the CalAIM initiative and the County FQHC Clinic.

Children at the 2023 “Meet the New WIC Office” in Natomas Event



NEW PARTNERSHIPS & COLLABORATION

WIC has a history of being deeply rooted within the community and is always open to pursuing new partnerships and strategies that align with WIC's mission and that will improve overall public health. In 2022 WIC transitioned from being part of the Primary Health Division in the Department of Health Services to the Sacramento County Public Health Division (SCPH). This move created many new opportunities for collaboration, improved efficiencies, and easier access of services by participants. In addition to the strengthened connections between WIC and the SCPH Programs, a few other linkages WIC has with other community partners include:

Educational Institution Partnerships: WIC has effective working relationships with educational institutions such as California State University, Sacramento (CSUS), University of California, Davis (UCD), and the University of California, San Diego (UCSD) Extension Lactation Program. WIC serves as preceptors for dietetic interns and provides outpatient clinical hours for lactation students; hosts pediatric residents and student nurses to provide exposure to the program, community nutrition, and lactation services. In addition, the WIC Director is a guest lecturer to CSUS Dietetic Interns on the topics of cultural diversity, human lactation, community nutrition and WIC.



Geographic Managed Care Medi-Cal Health Plans: Anthem Blue Cross, Health Net, LLC, and Molina Healthcare are very supportive of breastfeeding support services and its impact on health outcomes. They have generously provided funding support to the WIC Lactation Program and are partnering with WIC on various health promotion projects.

Immunization Pop-up Clinics at WIC



MEET THE NEW WIC OFFICE EVENTS

In celebration of the WIC Program relocating two of its office sites, WIC hosted “Meet the New WIC Office” events to introduce its two new locations to WIC participants and the community. Since both office relocations took place during the pandemic, WIC took the opportunity to reacquaint its participants with their clinic site.

Rancho Cordova WIC Office

The first “Meet the New WIC Office” event took place at the new Rancho Cordova WIC Office located on 3320 Data Drive, Suite 100, Rancho Cordova on October 18, 2023. This event was well attended with over 150 individuals attending. During this event, WIC partnered with three local health plans (Anthem Blue Cross, Health Net, LLC, and Molina Healthcare) and other community partners (such as County Public Health Nursing and Oral Health; Cal Fresh, and Sacramento Food Bank) to offer resource information, conduct child weight checks, share nutrition information with WIC participants, and raffle off prizes donated by the community.



“It was nice seeing the familiar faces in a different setting.”
- WIC Participant

“It was great! We had an amazing time meeting everyone and it was very informative! Thank you!”
- WIC Participant



Dr. Olivia Kasiye, Public Health Officer
Amelia Schendel, WIC Director
Don Nottoli, County Board Supervisor 1994-2023

Natomas WIC Office

The second “Meet the New WIC Office” event was held on June 13, 2023, for the new Natomas WIC office, which relocated from the Del Paso Heights neighborhood to the Natomas area at 3840 Rosin Court, Suite 200, Sacramento. This event was a great success with over 250 individuals attending. Each family was given a scavenger hunt page at check-in, which listed event partners and available activities. Community partners participating in the event included the California Highway Patrol for car seat safety information; Sacramento County Public Health Programs such as Public Health Nursing, Immunization Assistance, Oral Health, and Childhood Lead Poisoning Prevention; Family Resource Center; Anthem Blue Cross, Health Net, LLC, and Molina Healthcare health plans; and the Sacramento County Office of Education who provided books for children. The nutrition booth offered families the chance to taste test kiwis (courtesy of Molina Healthcare), play a game, and complete their nutrition education requirements for the WIC Program. In the physical activity game, children tossed fabric models of fruits and vegetables from a distance into baskets. Children were delighted playing this game and the families expressed their desire to have more of these types of activities.



“I had a good time and learned a lot. It was nice to pick up a few free things because babies are expensive!”

-WIC Participant

“Good to meet staff in person...I was also glad that CHP had a booth and told us that we could go there to check out our car seats.”

-WIC Participant



“This was such a wonderful experience.”

-WIC Participant

ACKNOWLEDGMENTS

Many thanks to all of our staff, volunteers, and community partners who help families every day. *We appreciate your dedication and partnership!*

- Anthem Blue Cross
- Birth and Beyond Home Visitation Program
- California Breastfeeding Coalition
- California Department of Public Health, WIC Program
- California State University, Sacramento (CSUS)
- California WIC Association
- Dignity Health Methodist and Mercy San Juan
- First 5 Sacramento
- Health Net, LLC
- Her Health First (formerly Black Mothers United)
- Juvenile and Adult Correctional Health
- Mental Health Treatment Center
- Molina Healthcare of California
- Mother's Milk Bank
- Sacramento Breastfeeding Coalition
- Sacramento County Office of Education, Help Me Grow (formerly Project SOARS)
- Sacramento County Public Health
- Sacramento Covered
- Sutter Medical Center Sacramento
- University of California, Davis (UCD)
- University of California, San Diego (UCSD) Extension Lactation Program

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