WIC Referral Guide for Health Care Providers
Promoting Evidence-Based Practices 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 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.
• 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.

• Share the local WIC agency information (noted below) with patients and staff. Encourage patients to call before they go 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