

SACRAMENTO COUNTY

Department of Health Services

Primary Health Division



AUGUST 2019

WOMEN, INFANTS & CHILDREN
REPORT 2019

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 State of California 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 0-5 years through education in nutrition and health and the provision of specific nutritious foods.
- WIC provides a *safety net for families* when they struggle 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


ELIGIBILITY & APPLICATION

WIC serves low to medium-income families (up to 185% of federal poverty level) that include a pregnant or postpartum woman, an infant, or a child under the age of five years.

- In California, a family of four can earn up to \$47,638 per year (185% of the federal poverty level) and qualify for WIC benefits. *Individuals receiving Medi-Cal, CalWORKs, or CalFresh (Food Stamps), may meet income eligibility for WIC.*
- 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:
<http://www.dhs.saccounty.net/PRI/WIC/Pages/Women-Infants-and-Children-Home.aspx>



There are five locations throughout **Sacramento - [South Sacramento \(Florin Area\)](#), [Del Paso Heights](#), [Oak Park](#), [Rancho Cordova](#), and [Elk Grove](#).**
(Note: we no longer have an office in Folsom.)

Call **(916) 876-5000** for details
or [click here to apply today!](#)

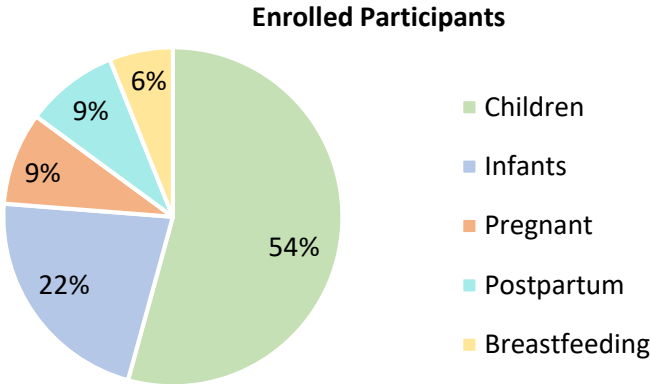


The Sacramento County WIC program helps pregnant women, new moms, and young children eat well, stay healthy, and be active.

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.

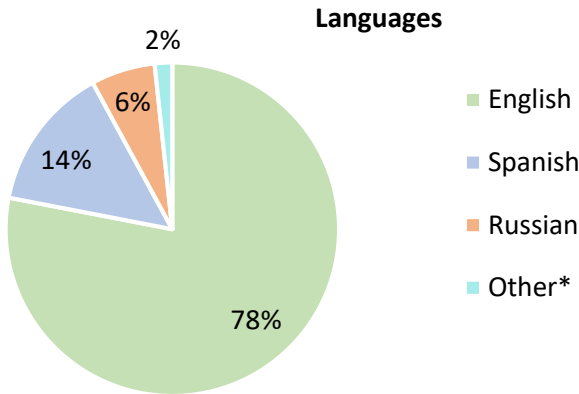
DEMOGRAPHICS

As of June 30, 2019, **22,769** participants were enrolled, with the majority being children and infants (76%). WIC serves approximately **18,358** participants each month.



SPOKEN LANGUAGE

Enrolled participants are predominantly English-speaking (78%). The top three spoken languages account for 98% of the participants – English (78%), Spanish (14%), and Russian (6%). The remaining 2% speak one of 21 different languages (June 2019).



**Other includes Hmong, Chinese, Vietnamese, Farsi, Dari, Armenian, Pashto, Punjabi, Arabic, Hindi, American Sign Language, Tagalog, Mien, Urdu, Thai, Portuguese, Romanian, Cambodian, Laotian, French, and Korean.*

NEIGHBORHOODS/GEOGRAPHIC DISTRIBUTION

“Community Health Assessment of Sacramento County (2016),” prepared by Valley Vision, Inc. for the Healthy Sacramento Coalition, groups 15 zip codes into three geographic areas within the County – North Area, South Area, and Downtown. These zip codes 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 codes: 95660, 95673, 95815, 95821, 95838, & 95841)

Area	Zip Code	Total Participants
Arden Arcade / Del Paso Heights / Old North Sacramento	95815	1,146
Arden Arcade / Del Paso Manor	95821	410
Arden Arcade / Foothill Farms / Belmont Estates	95841	115
Del Paso Heights	95838	2,131
North Highlands	95660	178
Rio Linda	95673	294
Total		4,274

South Area (Zip codes: 95817, 95820, 95822, 95823, 95824, 95828, & 95832)

Area	Zip Code	Total Participants
City Farms / Fruitridge Manor	95824	1,081
Elmhurst / Oak Park / Franklin Blvd.	95817	264
Florin	95828	1,156
Hollywood Park / Land Park	95822	1,481
Meadowview	95832	646
Parkway / Valley Hi / North Laguna	95823	2,970
Tahoe Park / Elmhurst / Oak Park / Colonial Heights / Colonial Acres	95820	1,031
Total		8,629

Downtown (Zip codes: 95811, 95814)

Area	Zip Code	Total Participants
Downtown	95811	57
Richards / Alkali Flats / Mansion Flats / Southside Park	95814	38
Total		95

Other Communities

Area	Zip Code	Total Participants
Antelope / Foothill Farms	95842, 95843	263
Arden Arcade / Campus Commons	95825, 95865	284
Boulevard Park (P.O. Box Only)	95867	1
Carmichael / Orangevale / Fair Oaks	95608, 95628, 95662	442
Citrus Heights	95610, 95621	169

Other Communities (continued)

Area	Zip Code	Total Participants
Del Paso Heights / Natomas	95833, 95834, 95835, 95837	2,218
East Sacramento / Winn Park / Newton Booth / Marshall	95816, 95819	63
Elk Grove / Laguna	95624, 95757, 95758	1,596
Elverta / McClellan	95626, 95652	38
Excelsior / Calvine / Vineyard	95829, 95652	280
Folsom	95630, 95671	114
Galt	95632	33
Hood	95639	4
Land Park / Pocket / Greenhaven	95818, 95831	716
Rancho Cordova	95655, 95670, 95742	1,982
Rosemont / College Greens	95826	467
Sacramento / Lincoln Village / Sierra Oaks	95827, 95864	674
Sloughouse / Herald / Wilton	95638, 95683, 95693	45
Walnut Grove / Courtland / Isleton / Ryde	95641, 95615, 95690	26
Woodlake / Point West	95851, 95853	4
Out of County		217
Other*		135
Total		9,771

*Other includes participants with no valid zip code on file.

State WIC permits WIC participants to receive services outside their county of residence. This may assist participants with meeting their needs due to geographic location, hours of operation, or employment within the county.

WIC Participants Zip Code Summary Chart Point in Time: June 30, 2019		
Community Groups	Number of Participants	
North	4,274	57% of participants reside in Sacramento communities with consistently high rates of poor health outcomes.
South	8,629	
Downtown	95	
Other Communities	9,771	41% reside in other Sacramento communities 2% either reside outside of the county or do not have a valid zip code on file.
Total Participants	22,769	

Zip Code Data Source: Community Health Assessment of Sacramento County, prepared by Valley Vision, Inc. for the Healthy Sacramento Coalition, 2012 and 2016.

SERVICES OFFERED

Families improve their nutrition and health status through WIC services. During appointments at WIC clinics, families receive:

- Free, healthy foods (participants receive paper checks for the purchase of specific nutritious foods to improve nutritional intake)
- Nutrition education and counseling
- Referrals to medical care and community services

Sacramento County WIC agencies employ measures during the prenatal, postpartum, and early childhood years to support and promote breastfeeding due to the established link between breastfeeding and optimal health. Services include:

- Basic breastfeeding promotion and support (including breastfeeding classes) and individual support through a breastfeeding peer counseling program (State Department of Public Health-funded)
- Enhanced breastfeeding support and lactation services provided by Board Certified Lactation Consultants (First 5 Sacramento-funded)

OUTCOMES

WIC services have demonstrated positive outcomes. Some studies are noted below:

<p>Prenatal participation reduces the risk of adverse birth outcomes</p>	<p>Based on a July 2019 study on prenatal WIC participation in California, WIC services saved about \$349 million and prevented 7,575 preterm births.</p> <p>Data showed that for each \$1 spent on prenatal WIC participants, there was a mean savings of \$2.48 (range: \$1.24 - \$6.83).² 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.”</p> <p>²Nianogo, 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.” <i>Preventive Medicine, U.S. National Library of Medicine, July 2019, www.ncbi.nlm.nih.gov/pubmed/30998955.</i></p>
<p>Overall increase in breastfeeding exclusivity and duration</p>	<p>WIC operates an effective breastfeeding peer-counseling program for mothers of infants aged 0-6 months. Recent data shows an overall increase in breastfeeding exclusivity and duration by 15.4% among participants.</p> <p>Research published in the “Journal of Nutrition Education Behavior” (June 2019) stated that, “mothers who accepted Breastfeeding Peer Counseling referrals and had at least one phone conversation or in-person contact had a significant 35% to 164% increased odds of positive breastfeeding outcomes.”</p>

<p>Lower likelihood of inadequate gestation weight gain.</p>	<p>A South Carolina Study published in Children and Youth Services Review, Volume 79, August 2017, 115-125 found, among other things, “that WIC positively impacts the likelihood of breastfeeding among black mothers” and that “WIC mothers experienced lower likelihood of inadequate gestation weight gain.” https://www.sciencedirect.com/science/article/pii/S0190740916305497.</p>
<p>WIC supplemental food improved the diet quality of low income children</p>	<p>UCSF Benioff Children’s Hospital in Oakland conducted a study and found that as a result of the WIC food package change in 2009, (which increased the amount of fruits, vegetables and whole grains; provided low-fat milk versus whole milk to certain groups; decreased total amount of milk and juice), “the diet quality improved for the roughly 4 million children who are served by WIC.” https://www.sciencedaily.com/releases/2016/04/160407093538.htm.</p>
<p>Consumed fewer sugary drinks, got more sleep, and showed improvement in weight</p>	<p>There is a national conversation on obesity prevention as the number of obese children has skyrocketed over the years. While this problem is multifactorial, there have been a number of studies showing that WIC can make an impact.</p> <p>“Preschoolers from low-income families living in cities that took part in a two-year community-wide intervention to foster healthy eating and lifestyle habits consumed fewer sugary drinks, got more sleep, and showed improvement in weight, according to a study led by a researcher at New York-Presbyterian/Columbia University Medical Center (CUMC).” https://www.sciencedaily.com/releases/2017/06/170627105436.htm.</p>

County WIC Program has a long history of providing quality lactation assistance to the community.

- In 1992, WIC started a breastfeeding promotion program to increase the initiation and duration of breastfeeding. At the time, the breastfeeding rate among infants aged 0-11 months in the County WIC program was 6%.
- The breastfeeding rate showed minimal gains until June 2002, when WIC partnered with First 5 Sacramento to fund the Community Lactation Assistance Project. This project enhanced and expanded breastfeeding services provided to families seeking assistance. Today, the average breastfeeding rate among infants has *tripled to 24%*. This increase equates to about 650 more infants per year receiving their mother’s milk.

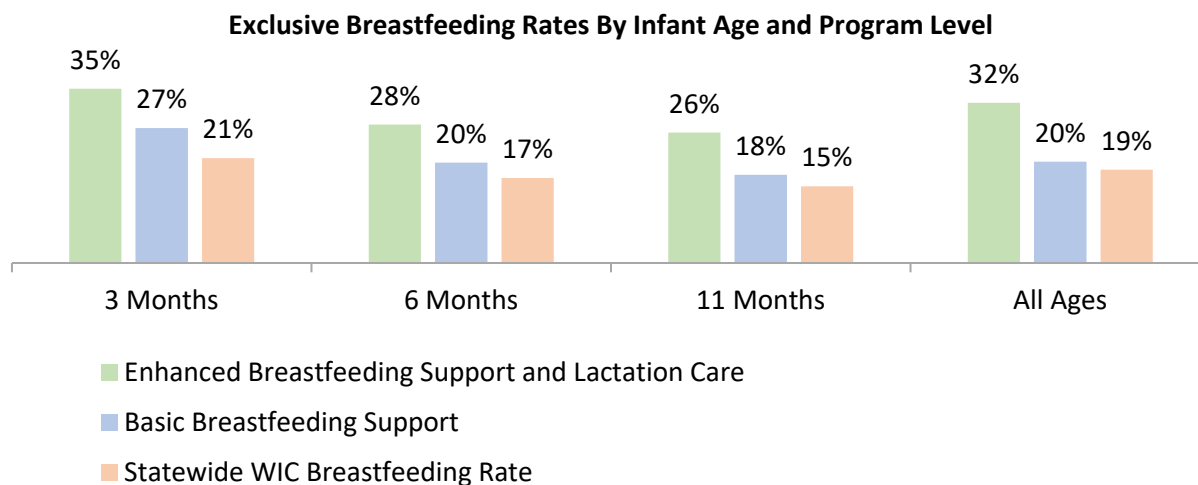


The goal of First 5 Sacramento-funded enhanced lactation support is to increase the average exclusive breastfeeding rate to 30% of infants.

- County WIC has seen a significant increase in the exclusive breastfeeding rate of mothers who have received at least one breastfeeding support service (32%), when compared to mothers who have not received a service (20%).
- In addition, the average exclusive breastfeeding rate of mothers with 6-month-old infants who have received a service (28%) exceeds the Healthy People 2020 goal of 25.5%.

Without the enhanced breastfeeding support services provided by First 5 Sacramento, the exclusive breastfeeding rate of mothers with 6-month-old infants would be 15.3%, which is less than the Healthy People 2020 goal.

Program funding received from State Public Health allows WIC to conduct basic breastfeeding support activities such as breastfeeding education and promotion. The First 5 Sacramento Community Lactation Assistance Project enables WIC to provide enhanced breastfeeding support and lactation care to mothers participating in the WIC Program. See chart below for breastfeeding rates as of May 31, 2019.



WIC CLINIC LOCATIONS

WIC serves over 22,000 participants at five locations, four permanent sites and one satellite site:

South Area (Florin Area)

7171 Bowling Drive, Suite 1000
Sacramento, CA 95823

Rancho Cordova

10665 Coloma Road
Rancho Cordova, CA 95838

North Area (Del Paso Heights)

811 Grand Avenue
Sacramento, CA 95838

Elk Grove (Satellite)

United Methodist Church
8986 Elk Grove Boulevard
Elk Grove, CA 95624

Oak Park

Primary Care Center
4600 Broadway, Suite 2100
Sacramento, CA 95820

WIC CLINIC LOCATION CHANGES & PLANNING

WIC moved three clinic sites May 2019 and is planning for other changes.

Florin Road Site – Moved May 2019. This site moved to the more centrally located Bowling Drive, off Florin Road. This location offers more client friendly space and added convenience since most participants live nearby.

Oak Park Site – Previously located in the multi-cultural center, moved to the County’s Primary Care Center. The original Oak Park site experienced a sharp decline in caseload due to safety concerns expressed by participants. The new site is co-located with other county health services offering easy accessibility to multiple services.

Laguna Satellite Site (in Elk Grove) – Also moved in May 2019. This was a satellite site operated at a local church. The church did not renew the facility use agreement due to competing demands for space. Laguna site participants moved to the other Elk Grove satellite site located inside of the United Methodist Church. The Laguna site was operational for about six years.

Elk Grove Satellite – This satellite operates in partnership with the United Methodist Church and operates two days per week. Participation in the entire Elk Grove area has grown over the years and there is a large, unmet need among this community. This site has been operational about three years. Ideally, WIC would have a permanent site in the community that offers the ability to be open five days a week and serve a larger population.

“Co-locating their Oak Park clinic site with a Federally Qualified Health Center is anticipated to increase participation rates; and a technology improvement will streamline documentation of lactation services and allow WIC to communicate with participants more easily through an integrated texting system component. These upgrades are innovations being taken with growth in mind.”

– First 5 Sacramento

INFORMATION TECHNOLOGY

CALIFORNIA WIC CARD – COMING SEPTEMBER 2019

The State will replace the current paper food checks with an electronic benefits card called the *California WIC Card*. This will decrease stigma and simplify the shopping experience for participants and vendors. Additionally, this will make it easier for staff to issue benefits. Sacramento rollout is scheduled for September 23, 2019. In addition to the WIC Card, the State is replacing the current DOS-based operating system with a windows-based system called *WIC WISE*. There are many facets to this project including extensive staff and participant training, vendor training and support, and Information Technology staff involvement.



SOCIAL MEDIA

WIC has an active presence on social media to support outreach and improve the customer service experience. Sites provide education on nutrition, child development, breastfeeding, recipes, exercise, parenting tips, and resources.



Facebook www.facebook.com/Sacramento-County-WIC-Women-Infants-and-Children-267543379969608/?ref=page_internal



Pinterest www.pinterest.com/SacCountyWIC/



Instagram www.instagram.com/sacramentocountywic/

In addition to educational information and resources, social media can also quickly convey important information in a timely manner. For example, during federal government shutdowns, WIC participants, county agency staff members, legislators, and community partners consulted the WIC Facebook page for accurate, up-to-date information regarding the status of the local WIC Program. Since WIC agencies in other states were closed, it was important to alert the community that County WIC was still open.

WORKFORCE

WIC has 41.4 full time equivalent (FTE) employees working across five clinic locations and includes the following positions:

Director (1.0 FTE)

Clinic Managers (4.0 FTEs)

Administrative Support (2.0 FTEs)

Dietitians (6.8 FTEs)

Nutrition Assistants (27.6 FTEs)

International Board Certified Lactation Consultants (Contracted)

Staff members are frequently recruited from WIC's target population and are bilingual and/or bicultural. Recruiting former WIC participants provides staff that represent the community served. Staff speak several different languages including Spanish, Russian, Hmong, Chinese, Vietnamese, Farsi, Dari, Armenian, Ukrainian, Pashto, Mien, Tagalog, Ilocano, Greek, and French.

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
- County 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 contributed a total of 2,087 hours in 2018.
- Many are bilingual and/or bicultural (speaking Spanish, Russian, Dari, Farsi, Pashto, 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.

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 were inspired to pursue a career path along the lines of public health, social work, or lactation. Additionally, a significant number of WIC contracted International Board Certified Lactation Consultants (IBCLC) are recruited through the existing volunteer and/or employee population.

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

“Coming to volunteer at WIC has been one of my most memorable times in my four years at UC Davis. I am incredibly grateful to be a part of this family and I have always felt so welcome! You are all amazing and I have learned so much from each of you! While I am sad to leave, WIC OP [Oak Park] will always have a special place in my heart as my time here has inspired me to pursue maternal and child health when I become a [Registered Dietitian].”

– Clarissa, UC Davis Dietetic Student, May 2019

PARTNERSHIPS & COLLABORATION

WIC has a history of being deeply rooted within the community and is always open to pursuing new partnerships and strategies that will improve overall public health.

Hospital Partners: Sutter Medical Center Sacramento & Dignity Health (Mercy San Juan and Methodist hospitals)

- WIC established an early notification system (ENS) that enables hospital partners to notify WIC when infants are born to mothers who may qualify for services and need breastfeeding support. From August 2016 to May 2018, the average number of referrals received ranged from 141 - 193 infants per month. *Research shows that breastfeeding failure happens early on so the sooner we are able to connect with mothers, the higher the rate of breastfeeding success.*

Social Service Partners: Black Infant Health, Nurse Family Partnership, and Her Health First (Formerly Black Mothers United)

- WIC provides breastfeeding training, helps recruit participants for these programs, and sets up referral systems.

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.
- WIC has hosted pediatric residents and student nurses to provide exposure to the program, community nutrition, and lactation services.
- The WIC Director is a guest lecturer to CSUS Dietetic Interns on the topic of Cultural Diversity.

WIC partners with Sacramento County Public Health by incorporating Nursing Program students from California State University, Sacramento into a project that includes hemoglobin testing.

- USDA requires that WIC children complete a nutrition risk assessment at least once per year, including anemia screening via hemoglobin testing.
- WIC staff and volunteer nurses improve efficiencies by providing onsite hemoglobin testing.

WIC collaborates with Sacramento County Office of Education on Help Me Grow (formerly Project SOARS) to provide free and voluntary comprehensive services for children who may be at risk for potential developmental delays and/or disabilities.

- Staff can refer WIC participants as needed.
- Help Me Grow staff members are periodically onsite at WIC to screen children who may benefit from their services.

Sacramento Covered staff members are regularly onsite to enroll participants into a health plan. This outreach makes enrollment a user-friendly process and helps to encourage utilization of health care services.

WIC is involved in many Sacramento Breastfeeding Coalition activities as a member.

- In May 2017, a WIC Breastfeeding Coordinator and Lactation Consultant Assistant volunteered at the Sacramento County Fair's Mommy Lounge to provide breastfeeding support to nursing mothers. The Mommy's Lounge is an area set up for nursing mothers to feed their infants and receive breastfeeding support while attending the County Fair. During the event, WIC staff are able to promote WIC breastfeeding services and programs.
- During the annual Mother's Milk Bank Breast Milk Donation Drive, WIC accepted over 7,000 ounces of breast milk donations from willing participants and sent to the Mother's Milk Bank for processing. The Mother's Milk Bank, a non-profit organization located in San Jose, California,

provides human breast milk to assist recipient mothers who are trying but unable to breastfeed due to chronic illness, surgery, or other physical ailments. “Infants in critical condition cannot ingest formulas without undue stress, pain, gastric upset and allergic reactions.”³

- The California Breastfeeding Coalition annually presents Mother-Baby Friendly Workplace Awards to recognize businesses in full compliance with state and federal laws requiring provision of private space and time to pump at work. Awarded businesses are those that seek creative solutions to support breastfeeding mothers, beyond what is required by law. WIC Staff members request workplace nominations from participants. Highlighting businesses where participants work is vital since the number one reason for breastfeeding discontinuance after a mother returns to work is an unsupportive work environment.



WIC also provides dietitian services and subject matter expertise to other county programs.

- Mental Health Treatment
- Main Jail
- Rio Cosumnes Correctional Facility
- Youth Detention Facility

PARTICIPANT EXPERIENCE

It was really hard at some times, but with the support of WIC and the mom support group, I had a great time breastfeeding my baby girl. Knowing there were other moms who knew what I felt like at the time.
– Katie, WIC Participant

My journey with you all began when I received news of my pregnancy. My mother, being a Mexican immigrant, was never guided through her pregnancies in Mexico so could tell me little. Though assisting me with much, she did push me to go to the nearest WIC. Now a citizen, she had heard the value of being a WIC member and wished she had that guidance. Now I can say myself she was correct. I had no idea what to do and being a newlywed, my husband and I needed all the guidance we could get. So off of a billboard, I called until I got connected to you all. Through fruit, milk, classes, counseling to nursing pads, I was assisted so much. Then our family grew and so did we. We learned to eat healthy, have good senses of what to do with our little ones as well as educate our family with good family habits. All while still being a part of the WIC story. Now with 3 girls, as stated before, and now a firefighter family as well, we are much better established and have been set to not receive WIC anymore. I'd say I am content and proud that we grew as a family and can provide more for our family, but I am also sad to part ways with WIC! I feel as a mother and person, I grew with you guys! Went from being scared to breastfeed, to being comfortable, knowledgeable with it. I even assisted my sister-in-law when she began to breastfeed. But I also went from eating, to appreciating what we have in our refrigerator and pantry. Thank you! Thank

³ www.mothersmilk.org/save-lives, accessed on 6/21/2019

you! The classes taught me but I was also humbled to see all that you all shared and provided. My daughters and I love going through the cookbooks and recipes together as we talk about what we learned about them through your classes. Oh! The most memorable was when as my newborn cried in a mommy class, I was welcomed to breastfeeding in class. I had never felt so appreciated and accepted. Thank you! Like I said before, I could go on, but what I mainly like to say is that I appreciate all you have done, given and said to my family and me. – Magdalena, WIC Participant

This location has several Lactation Consultants and a breastfeeding peer counseling group. I enjoyed my time shadowing one of the Lactation Consultants when she saw a mom with a 4-day old baby and was in pain from attempting to breastfeed. I wound up getting to see this mom and baby two more times and saw the mom transform from feeling ready to give up to feeling confident in her abilities. The IBCLC I shadowed was highly skilled and I was impressed with her ability to add just the right amount of pressure to keep going with a tremendous amount of encouragement and affirmation on what a good mom she is. It was a powerful experience that I believe will stay with me for a very long time. The mom left each session feeling empowered and after the third time, the baby was nursing well, alert, and content. It was a huge change from the first time when he was fussy and inconsolable and mom was ready to break. – Lori, Dietitian Intern Observation

Note: IBCLC abbreviation was replaced with Lactation Consultant for reader ease.

PROGRAM REVIEWS

The State Department of Public Health, Women, Infants, and Children (WIC) Division completes a biennial Program Monitoring Visit. The State completed their most recent site visit in July 2018 and found no areas of attention or required action. Additionally, the State commented on some “noteworthy activities” during their site visit:

- Program Administration – Sacramento County WIC reviewed and provided valuable comments on the format of the State WIC Breastfeeding Performance Measures reports. WIC also tested the reports, once completed. These reports are used statewide as part of the Nutrition Services Plan.
- Referrals, Health Linkages, Integration and Outreach – Sacramento County WIC has expanded their outreach and cross promotion to include Facebook and Pinterest. While on site at both locations, the State saw several posters directing participants to find them on social media. The capture page is used by WIC eligible participants to begin their application screening process online.
- Customer Services and Civil Rights – While onsite, the review team noticed staff giving extra care to maintain confidentiality in a crowded office, while also honoring separation of duties (in place to reduce the risk of fraud). Especially in the Elk Grove site where space is tight, participants answer sensitive questions while other participants sit nearby, waiting for their appointment. To help maintain confidentiality, Sacramento County WIC created an intake form. The form is easy to complete and decreases the need to ask sensitive questions aloud. When asking questions to clarify sensitive information found on the form, staff consistently kept their voices low, allowing only the participant to hear. Additionally, all clinics play background music, further decreasing the opportunity for a breach in confidentiality.
- Breastfeeding Services – Sacramento County WIC remains committed to supporting breastfeeding participants. The agency understands it is imperative to give breastfeeding support as soon as

possible, especially in the first month of life. To support breastfeeding mothers, Sacramento County has a breastfeeding helpline, which is checked every hour, 12 hours per day, seven days per week, including holidays to assist mothers in need.

FUNDING

WIC has two primary sources of revenue.

Revenue Sources		
Fund Source	Funding	Services
State Department of Public Health	\$5,145,928 (93%)	WIC provides nutrition education; checks for healthy foods; 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	\$385,710 (7%)	Supports enhanced lactation services not funded by the State Department of Public Health WIC grant.
Total	\$5,531,638	

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	\$269,997

As noted in the table above, there has been a decline in both types of funding. WIC caseload has been declining nationally since Federal Fiscal Year (FFY) 2010-11. There are many reasons why this could be happening.

- During recessions, WIC responds to increased poverty and food insecurity, and participation grows alongside the number of low-income families. When the economy improves, fewer families need assistance and WIC participation declines.⁴
- Other factors potentially contributing to a decreasing caseload:
 - Birth rate decline in California
 - Participants leaving California to seek employment and more affordable living
 - Stigma, inconvenience and difficulty associated with using paper food checks

⁴ 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.

- WIC Program rules
- An outdated user experience for participants

FISCAL CHALLENGE & OPPORTUNITY

The WIC lactation program will face a 30% reduction 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.

- WIC is currently in negotiation with River City Medical Group, an Independent Physician Association, to begin a pilot project for lactation services. River City is contracted with all non-Kaiser Geographic Managed Care Medi-Cal Health Plans in Sacramento and believes WIC lactation services will improve participant experience and support lactation services among enrollees.

“Being a government agency can be a barrier to traditional grant funding opportunities, and the WIC team has thought through this issue by identifying a reimbursement model with local Independent Practice Associations (IPAs). In addition, they plan to increase their networking ability with community partners as a way to be known by more potential funding sources; and to have capacity by utilizing volunteers and interns for operations support.” – First 5 Sacramento

ACKNOWLEDGMENTS

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

- 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
- Dignity Health San Juan
- First 5 Sacramento
- Her Health First (formerly Black Mothers United)
- Juvenile and Adult Correctional Health
- Mental Health Treatment Center
- Mother’s Milk Bank
- Sacramento Breastfeeding Coalition
- Sacramento County Office of Education, Help Me Grow (formerly Project SOARS)
- Sacramento County Public Health (Black Infant Health, Smile Keepers, Nurse Family Partnership)
- Sacramento Covered
- Sutter Medical Center Sacramento
- University of California, Davis (UCD)
- University of California, San Diego (UCSD) Extension Lactation Program

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