NAPA COUNTY PUBLIC HEALTH

Special Supplemental Nutrition Program for Women, Infants and Children (WIC)

PROGRAM SUMMARY

WIC (Women, Infants and Children) is a federal nutrition education program, serving over 7.3 million nationally as of 2017, that promotes healthy eating, encourages and supports breastfeeding, and provides referrals to health and community resources. Pregnant women, women up to one year postpartum and children up to age five living in California who meet income qualifications are eligible for WIC program participation.

In addition to nutrition counseling, WIC Participants receive benefits to purchase supplemental healthy foods, education for healthy eating and active living, support and help with breastfeeding, infant formula when needed, screening and education for anemia prevention and referrals to community programs.

Families and children who receive CalFresh, Temporary Assistance for Needy Families (TANF) or Medi-Cal benefits are adjunctively eligible for WIC program participation.

MAIN ACTIVITIES

WIC Staff:

- Provide participant-centered nutrition education through individual counseling and group classes
- Conduct services in the clients' preferred languages
- Promote and encourage breastfeeding by providing direct lactation support
- Educate and assist participants in using breast pumps provided by the WIC program
- Offer services at four different clinic sites throughout Napa County (American Canyon, Napa, St. Helena and Calistoga)
- Issue benefits to participants to redeem for healthy foods at authorized stores

DEMOGRAPHICS AND NO. SERVED

Total monthly WIC benefits issued to participants during County Fiscal Year 2017/2018: 27,186

During Federal Fiscal Year 2018, Napa WIC participants redeemed over $1.5 million in food benefits within the local community.

Approximately 58% of Napa County WIC participants were children aged 1-5 years, 20% were infants less than 1 year, and 22% were pregnant or post-partum women during county fiscal year 2017/2018.

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During county fiscal year 2017/2018, Napa WIC participants resided in the following locations:

Town of Residence	Percentage of Napa WIC Clients
Napa	**72.1%**
American Canyon/Vallejo/Benicia	**15.2%**
Calistoga	**6.4%**
St. Helena	**2.7%**
Fairfield/Suisun City/Vacaville	**1.7%**
Angwin/Pope Valley/Rutherford	**1.3%**
Other	**0.6%**

PERFORMANCE MEASURES

- Napa WIC had fully breastfeeding rates among participating infants of 25.1% at six months of age and 24.6% at 11 months of age as compared to statewide averages of 17.2% and 15.7% respectively during county fiscal year 2017/2018.
- On average, Napa WIC offers over 18 classes per week to participants, in English and Spanish, on approximately 7 different health topics weekly.
- WIC has been shown to reduce likelihood of preterm births and very low birth weight infants. Preterm births cost the US over $26 billion annually, and it has been estimated that approximately $28,000 in healthcare costs could be saved for just a one pound increase in birth weight among very low birth-weight infants. Only 4.7% of infants on the WIC program in Napa County born during county fiscal year 2017/2018 were low birth weight or very low birth weight, compared to the countywide rate of 8.8%.
- Annual client satisfaction surveys consistently show high participant satisfaction with services and staff.
- State audits of Napa WIC program dating back to 2014 have all resulted in zero audit findings.
- State fiscal audit of Napa WIC program conducted in 2017 resulted in zero audit findings.

QUALITY IMPROVEMENT

The Napa WIC program plans to work on improving breastfeeding rates by leading a community-wide research project utilizing human-centered design principles for improving breastfeeding rates. Testing and implementation is scheduled to start in FY 19-20.

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ADMINISTRATIVE INFORMATION

The total Napa WIC budget is $1,183,794 for County Fiscal Year 2017/2018. This national program is administered by the California Department of Public Health, including funding and oversight.

Authority for the WIC Program: The WIC Program is authorized by the Child Nutrition Act of 1966 and the Healthy, Hunger-Free Kids Act of 2010 (Title 42, United States Code, section 1786). The CDPH/WIC Division is authorized to administer California's WIC Program through California Health and Safety (H&S) Code sections 123275-123355.

Primary Regulatory Guidance for the WIC Program: CDPH/WIC follows both Title 7 of the Code of Federal Regulations Parts 246 and 248 (i.e., federal regulations) and Title 22 of the California Code of Regulations.

Position	FTE
PH Nursing Director	0.1 FTE
WIC Coordinator	1 FTE
Community Aide	4 FTE
Health Education Specialist	1 FTE
Senior Office Assistant	1 FTE
Office Assistant	1.5 FTE
Nutritionist	0.5 FTE

GOALS FOR UPCOMING FY:

- Implement new interventions for community-wide breastfeeding promotion, which emerge from the human-centered breastfeeding project.
- Continue strengthening collaborative relationship with Self-Sufficiency Services Division to ensure co-enrollment of individuals and families with Medi-Cal, CalFresh, and WIC.
- Successfully implement eWIC transition to EBT program benefits as pilot agency for statewide transition.

FOR PROGRAM INFORMATION, PLEASE CALL:

PHONE: (707) 253-4853

OR VISIT: https://www.countyofnapa.org/883/Women-Infants-Children-WIC

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A Commitment to Service