

SACRAMENTO COUNTY

Department of Health Services

Primary Health Division



September
2021

WOMEN, INFANTS & CHILDREN
REPORT 2021

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 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
- 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) 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 \$48,470 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.sacounty.net/PRI/WIC/Pages/Women-Infants-and-Children-Home.aspx>

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.

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.

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.

WIC CLINIC LOCATIONS

WIC serves over 21,000 participants at five locations, four permanent sites and one satellite site:



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



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



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

WIC CLINIC LOCATION CHANGE

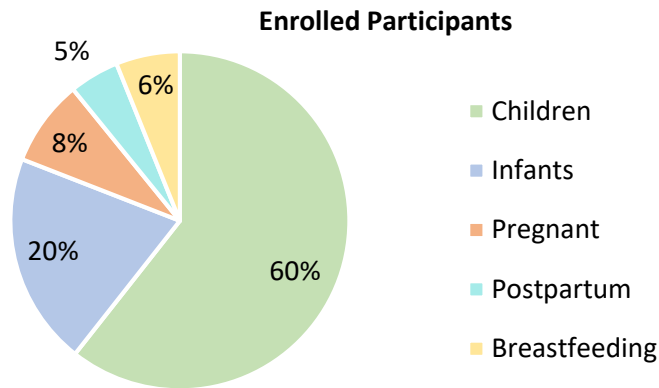
In July 2021, WIC moved its Rancho Cordova Site to a smaller space located on 3320 Data Drive right off of Zinfandel and White Rock Road. This location offers more client friendly space and added convenience since this is more centrally located to where most of the participants live. Due to a new operational model that includes staff telecommuting, WIC is able to operate in a smaller space allowing the program to save on lease costs.



Rancho Cordova - New Location!
3320 Data Drive, Suite 100
Rancho Cordova, CA 95670

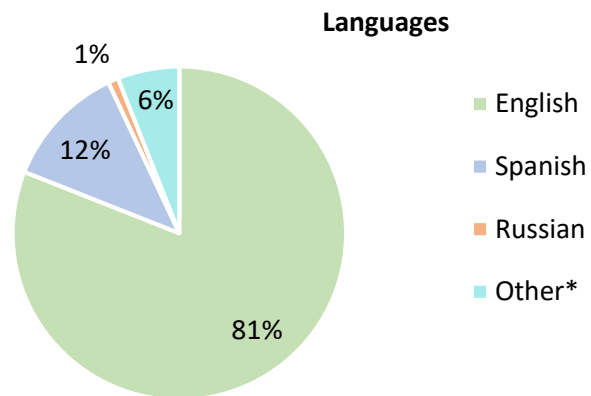
DEMOGRAPHICS

As of June 30, 2021, **21,935** participants were enrolled, with the majority being children and infants (80%). WIC serves approximately **21,529** participants each month.



SPOKEN LANGUAGE

Enrolled participants are predominantly English-speaking (81%). The top three spoken languages account for 94% of the participants – English (81%), Spanish (11%), and Russian (1%). The remaining 6% speak one of 24 different languages (June 2021).



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

NEIGHBORHOODS/GEOGRAPHIC DISTRIBUTION

Zip code data taken from WIC Reporting, Analytics, and Data Reporting System (June 2021), 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 and 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	957
Arden Arcade / Del Paso Manor	95821	376
Arden Arcade / Foothill Farms / Belmont Estates	95841	166
Del Paso Heights	95838	1870
North Highlands	95660	257
Rio Linda	95673	303
Total		3,929

South Area	Zip Code	Total Participants
City Farms / Fruitridge Manor	95824	990
Elmhurst / Oak Park / Franklin Blvd.	95817	223
Florin	95828	1,101
Hollywood Park / Land Park	95822	1,286
Meadowview	95832	526
Parkway / Valley Hi / North Laguna	95823	2,767
Tahoe Park / Elmhurst / Oak Park / Colonial Heights / Colonial Acres	95820	850
Total		7,743

Downtown Area	Zip Code	Total Participants
Downtown	95811	62
Boulevard Park	95812	18
Richards / Alkali Flats / Mansion Flats / Southside Park	95814	28
Total		108

Other Communities Area	Zip Code	Total Participants
Antelope / Foothill Farms	95842, 95843	401
Arden Arcade / Campus Commons	95825, 95860, 95865, 95866	325
Carmichael / Orangevale / Fair Oaks	95608, 95609, 95628, 95662	514

Other Communities Area Continued	Zip Code	Total Participants
Citrus Heights	95610, 95611, 95621	223
Del Paso Heights / Natomas	95833, 95834, 95835, 95837	2,096
East Sacramento / Winn Park / Newton Booth / Marshall	95816, 95819	73
Elk Grove / Laguna	95624, 95757, 95758, 95759	1,518
Elverta / McClellan	95626, 95652	57
Excelsior / Calvine / Vineyard	95829, 95830	303
Folsom	95630	122
Galt	95632	64
Hood	95639	4
Land Park / Pocket / Greenhaven	95818, 95831	681
Rancho Cordova	95655, 95670, 95741, 95742	1,795
Rosemont / College Greens	95826	477
Sacramento / Lincoln Village / Sierra Oaks	95827, 95864	609
Sloughouse / Herald / Wilton	95638, 95683, 95693	50
Walnut Grove / Courtland / Isleton / Ryde	95641, 95615, 95690	17
Woodlake / Point West	95813, 95851, 95852, 95853	18
Out of County		402
Total		9,749

WIC Participants Zip Code Summary Chart Point in Time: June 30, 2021		
Community Groups	Number of Participants	
North	3,929	55% of participants reside in Sacramento communities with consistently high rates of poor health outcomes.
South	7,743	
Downtown	108	
Other Communities	9,749	43% reside in other Sacramento communities 2% either reside outside of the county.
Total Participants	21,529	

The Sacramento County WIC Program assists approximately **82 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). During appointments, families receive:

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

CALIFORNIA WIC CARD

In September 2019, CDPH WIC replaced the paper food checks with the California WIC Card, an electronic benefits card. This change decreased stigma and simplified the shopping experience for participants and vendors. By March 2020, when the pandemic hit in earnest, we were able to provide WIC services and issue benefits 100% remotely. This would not have been possible had we not transitioned to these new systems.



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 are WIC approved foods and check for 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 will link their WIC Card to the app.

TELEHEALTH

The Sacramento County WIC Program partnered with CDPH WIC to pilot test the CDPH WIC Doxy.me virtual platform. The platform enables local WIC agencies to conduct video appointments with California WIC participants. During the pilot, our program offered a new virtual prenatal group class to our Breastfeeding Peer Counselor Program participants and conducted lactation consultations by video. The CDPHWIC Doxy.me platform has officially launched and all WIC Agencies across California can now use it to provide video appointments to their participants.

LACTATION SUPPORT

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 (CDPH WIC- funded).
- Enhanced breastfeeding support and lactation services provided by International Board Certified Lactation Consultants (LCs) that are First 5 Sacramento-funded.

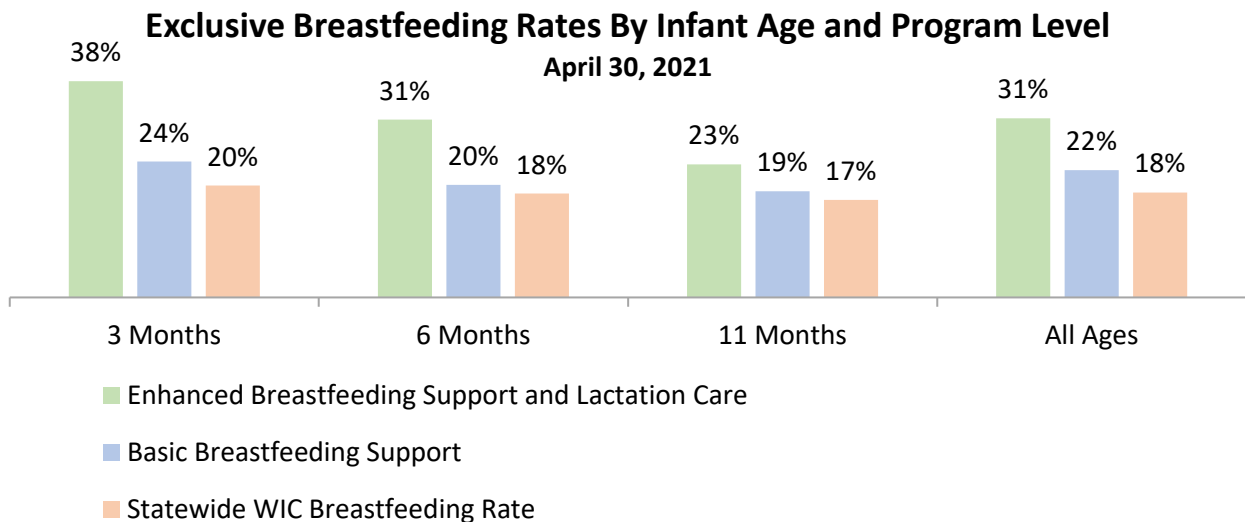
ENHANCED LACTATION SUPPORT SERVICE

The 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%.
- When WIC partnered with first 5 Sacramento and received funding for enhanced lactation services, the breastfeeding rate tripled to 24%. This increase equates to about 650 more infants per year receiving their mother’s milk.
- Since 2010, County WIC has been operating a 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. County WIC’s award-winning BFPC Program provides guidance to approximately 100 mothers per month through individual counseling or group class sessions conducted in-person (prior to the pandemic) and virtually (currently), and by phone or video calls.



“This has been a wonderful program to work with and I hope you guys keep supporting other new moms in the community. You need all the support you can get as a new mom. There were so many days where I didn’t know what to do, or who to call. I would just call the WIC lactation line and they were always available to try and help. They checked in with me frequently. They always made sure I had the support I needed. They connected me with programs and lactation consultants. They made me feel heard when I needed it most. I just want to thank the amazing staff.”
 –Tatiana, WIC Participant, May 2021



COVID-19 MANAGEMENT STRATEGIES

In March 2020, County WIC quickly pivoted in response to the COVID-19 pandemic. In order to keep families and staff safe, WIC was able to implement the following strategies:

- Conduct WIC appointments by phone
- Conduct nutrition education via online modules and telephone
- Implement telecommuting for majority of staff
- Allow for drop off and pick-up of breast pumps by WIC participants at the WIC sites by appointment only
- Mail WIC Cards or issue onsite by appointment only
- Conduct In-person lactation appointments onsite following CDC guidelines
- Participate in CDPH pilot project testing video appointments for groups and individual WIC participants



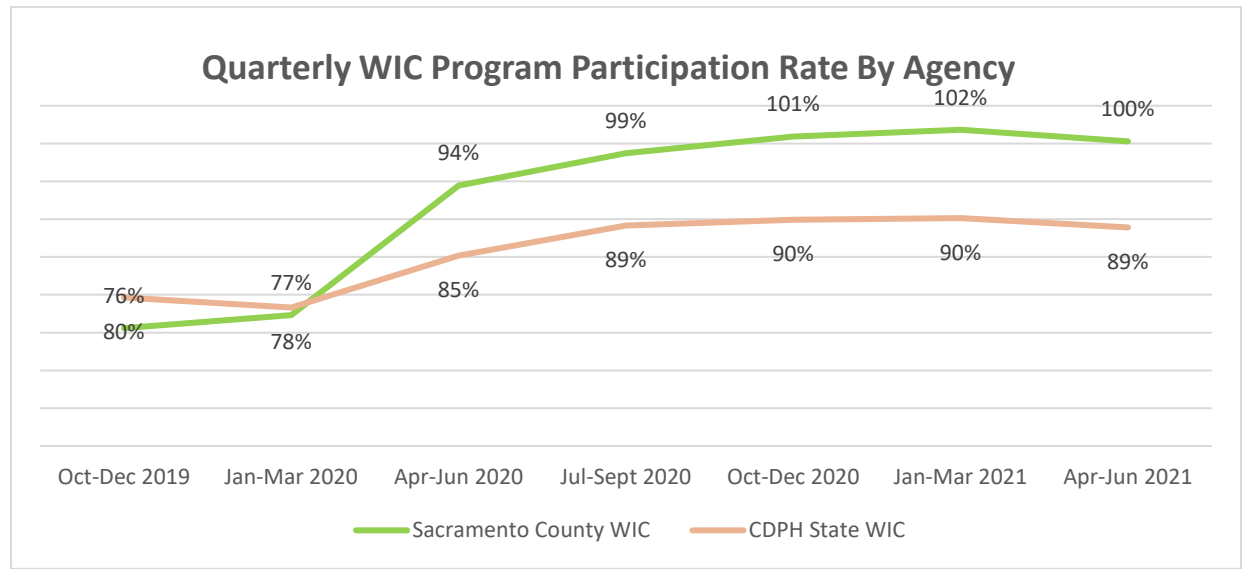
Federal waivers were granted to the WIC Program due to the nationally declared COVID-19 Public Health Emergency. These waivers allow the WIC Program to operate remotely. As a result, WIC has been able to continue to serve families and enroll a large number of new participants who had lost their jobs due to the pandemic. WIC staff who have children are able to continue to work, despite school closures, because of telecommuting. Without these flexibilities, WIC would not have been able to serve the community in such a seamless, timely and effective manner.



"I am so thankful that WIC allowed me to do the appointments by phone. Without that avenue, I would not have been able to do my appointments. My other two older children, are at home virtually being educated, and I am a single mom and could not leave them home alone to go to the WIC appointments. I am so ecstatic that WIC is offering the extra \$35 fruit and vegetable [package] for these 4 months. I make all my own baby foods...this will be such an amazing help for my family." - Emma, WIC Participant, May 2021

COVID-19 MANAGEMENT STRATEGIES - LESSONS LEARNED

- Increased number of women, infants and children enrolled in WIC
- Increased participant satisfaction
- Increased engagement during nutrition counseling sessions
- Increased staff productivity
- Decreased staff absenteeism



PARTICIPANT EXPERIENCE DURING COVID-19

"Overall, the phone appointments have been super helpful & convenient since we don't have to leave the house and are in quarantine, because we have immunosuppressant people that we live with and don't want to put them at risk. I also don't want to be exposed and bring it into my home. Therefore, all the online classes and phone appointments are very convenient and I can complete them at home and not be around a lot of people in waiting rooms or class rooms. I have received [much] support with my benefits and I'm thankful for the program and the staff answering any questions I have. Staff are always helpful during my phone appointments and I feel comfortable asking any questions or request help if needed." - Tania, WIC Participant, May 2021

"I've enjoyed the convenience of completing classes from home because I have kids...I don't have to worry about childcare." - Sandy, WIC Participant, May 2021



"It's been a safe and great support system having WIC staff & program being there for me with providing healthy and fresh foods. I have done 3-4 classes online during my pregnancy trying to refresh my memory on things, and I find the online self-paced classes very informative and convenient. I am very grateful that the staff and program have been easily accessible during this pandemic, especially with not having to go into the clinic and getting anxiety about being surrounded by individuals. It is nice not having to go into the clinic and having the stress of running late, being exposed to COVID during my pregnancy and being nervous of the what ifs. There has been 3 COVID deaths in my family and we are very worried of having to go to places or being exposed to COVID, so I feel that having WIC services available by phone and online has eased a little my anxiety. I really feel that every time I've needed something I have been able to get a straight answer and the staff are very knowledgeable. Every time I've called I have been helped and treated good, so that is really re-assuring. My experience with WIC has been really smooth during the pandemic and I really didn't expect that to happen. I thought it was going to delay my benefits or the program was not going to be offered. I'm thankful that everything with WIC and all the staff have been just really organized easily accessible for help or questions." - Llena, WIC Participant, May 2021

WORKFORCE

WIC has 39.8 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 (26.0 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 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.

WIC 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. Some of the additional roles dietitians have include working with the Mental Health Treatment Center and County Youth Detention Facilities.

Mental Health Treatment Center

“As an experienced clinical dietitian, I provide medical nutrition therapy for patients at the Sacramento County Mental Health Treatment Center (MHTC). My primary role at MHTC is to provide quality patient centered nutrition care for patients to improve or maintain their health by monitoring their current health conditions, recommend appropriate individualized diets, and provide nutrition education. In addition, I train staff on the latest diets, food service topics, and quality assurance. My favorite part about working at MHTC is being an advocate for the patients and providing them with tools to make educated choices on their nutritional needs. Despite the pandemic, I have been able to continue to serve the patients by providing remote consults via phone while staying in close collaboration with other health care team members.” - Sylwia Klos, MAS, RD

County Youth Detention Facility

“With a background in Child Nutrition Programs, I have enjoyed using my skills to work with the County Youth Detention Facility kitchen to monitor the menus served. In my role, I ensure menus are in compliance with both Title 15 and the National School Breakfast and Lunch Program standards and make recommendations for improvements when needed. One of my favorite parts about this role is working directly with kitchen managers and staff to come up with ways to make each meal healthier and incorporate more variety in the meals served. Together we have reduced sodium and saturated fat and have added variety through offering new fruits, vegetables and grain options.” - Krysta Kellegrew, MS, RD

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
- 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. When the COVID-19 pandemic hit however, this dramatically diminished opportunities for volunteers to work in the WIC setting, as was true for many other institutions. Despite this challenge, however, WIC remained true to its mission of supporting the development of students and other community members and brought on a small number of volunteers. By using innovation, WIC was able to effectively use volunteers to enhance the participant experience and at the same time provide opportunities and enrich the lives of the volunteers.

- Volunteers contributed a total of 937 hours in 2020.
- 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.

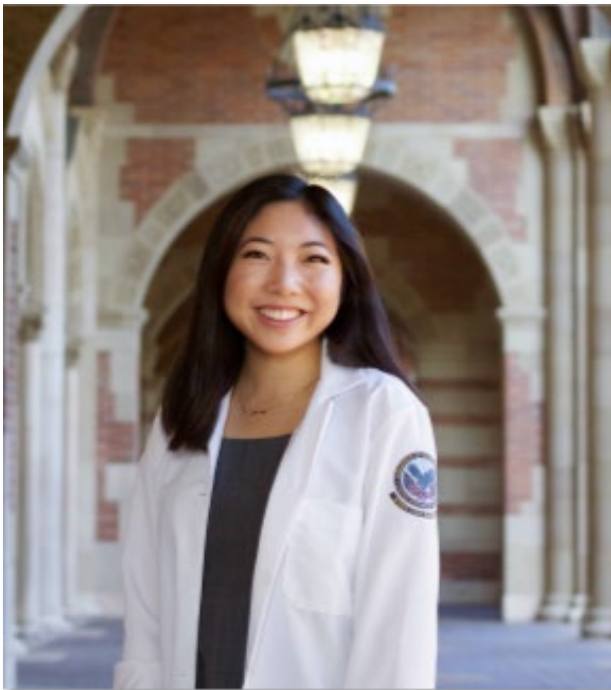
Many volunteers become dedicated to the work that WIC does and either have sought a career with WIC as a Nutrition Assistant or Dietitian or have been inspired to pursue a career path along the lines of public health, social work, or lactation. Additionally, a significant number of WIC contracted Lactation Consultants were recruited through the existing volunteer and/or employee population before they decided to pursue the career of a Lactation Consultant.

Volunteers often express their gratitude for the opportunity to work with County WIC. Here is an excerpt from a letter that one of our volunteers wrote:

"...As a life update, I finished my Master's in Public Health at UCLA in December 2020 and I am currently on my last rotation of my dietetic internship with the VA Greater Los Angeles Healthcare System. Graduation is coming up in June and after that, I plan on moving back up to Northern California (yay!). I am happy to say that I also accepted an offer to be an inpatient dietitian at UCSF for the adult population. I start in mid-July and will be taking my RD exam around that time as well. I still have an interest working with pregnant/breastfeeding mothers and pediatrics, so I hope to eventually transition to working with them. In addition, becoming a lactation consultant is still on my radar, so we shall see what happens in the next couple of years! My interest in these areas can definitely be attributed to the valuable experience I had volunteering at Oak Park [WIC]. Thank you so much for being a part of my journey to become a Registered Dietitian! I would not have made it to this point without all of your support! I hope I can come visit and see you all soon!" - Clarissa Wong, previous WIC volunteer



Clarissa Wong



Clarissa Wong

What I have enjoyed most about my volunteer experience during the pandemic is the ability to safely support families from home. As a former WIC recipient, I understand the safety net WIC provides, and it has been very rewarding to be on the other side and give back, especially during a time of isolation and uncertainty. As a future IBCLC [International Board Certified Lactation Consultant], I am grateful for the opportunity to serve and work with such diverse populations." - Devony, UCSD Extension IBCLC Student and pre-med Student, May 2021

937 volunteer hours
worked in 2020

FUNDING

WIC has the following sources of revenue:

Revenue Sources		
Fund Source	Funding	Services
State Department of Public Health	\$5,084,569 (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	\$252,881 (5%)	Supports enhanced lactation services not funded by the State Department of Public Health WIC grant.
Health Plans: <ul style="list-style-type: none"> • Anthem Blue Cross • Health Net, LLC • Molina Healthcare of California 	\$70,000 (1%)	Supports enhanced lactation services
County of Sacramento	\$53,100 (1%)	Supports enhanced lactation services
Total	\$5,460,550	

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

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.

- WIC continues to partner with River City Medical Group, an Independent Physician Association, on a lactation reimbursement model 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. While this has been a helpful pilot, reimbursement is minimal and cannot sustain the program.
- 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.
- 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 21/22 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.

“MolinaCares is proud to support Sacramento County WIC’s breastfeeding services to make accessing information, resources, and supplies for maternal, prenatal, and postnatal health care available to every mother. Every woman’s breastfeeding journey is unique, and this program helps shed light on what can be a challenging experience for first-time moms. We are grateful for the opportunity to come together to improve the well-being of new moms, their babies, and families.” - Abbie Totten, Plan President, Molina Healthcare of California

“Anthem Blue Cross has been serving California for 84 years, and there are approximately nine million Californians who are members of our affiliated health plans. We are deeply embedded in every community we serve, which allows us to understand unique needs and priorities as well as to be expertly positioned to come up with innovative solutions that effectively address barriers and challenges. Anthem is proud to align our work with that of the Department of Health Services Sacramento County WIC Program and look forward to continue collaborating on efforts that make health simpler, more accessible and more equitable for Californians.” - Anthem Blue Cross

“At Health Net our goal is to improve the health of our community one person at a time. That’s why we are excited to partner with the Sacramento County WIC program to help support the wellbeing of mothers and infants across the county. Through our financial support, we hope to increase the contracted hours available for International Board Certified Lactation Consultants which is a service that we know is critical to the long term health of both baby and mom. We thank the Sacramento County WIC program for their partnership and we look forward to working together to help build a stronger safety net for all the moms and babies in the county.” - Dr. Pooja Mittal, Health Net, LLC

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 will improve overall public health.

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.

“Sacramento County WIC was instrumental in providing preceptor-led rotations for six CSU Sacramento Dietetic Interns during the 2020-2021 internship year. This was especially appreciated at the height of the pandemic when there were few placement opportunities available to our interns. Amelia Schendel, Jamie Fehlman, and the staff at Sac County WIC developed 2-week virtual rotations that exposed interns to all aspects of WIC. Interns prepared journal article presentations to educate the WIC staff, observed and participate in counseling, met with a lactation counselor [lactation consultant], learned about the WIC food packages, and much more. The rotations piqued the interest in breastfeeding for several of our interns, and one of the interns who did her rotation at Sac County WIC has secured her first post-internship job working for a WIC agency. I can’t offer enough praise and appreciation for the administrators and staff of Sac County WIC.” - Nadine Braunstein, Nutrition Professor, CSUS Dietetics Program

Independent Physician Association: River City Medical Group provides reimbursement towards lactation services provided at WIC to its members.

Geographic Managed Care Medi-Cal Health Plans: Anthem Blue Cross, Health Net 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’s breastfeeding promotion activities. We look forward to collaborating with these new partnerships that just began in July 2021. See the photos below from the Breastfeeding Celebration which was co-sponsored by the health plans.



Breastfeeding Drive through Celebration

In honor of National Breastfeeding Awareness Month, Sacramento County WIC Program hosted its first breastfeeding drive through celebration! Participants enjoyed car-side activities, received informational fliers and gifts. Booths included a mother appreciation station, baby weighing station, photo booth and more.



Many women and families expressed their gratitude. We heard multiple comments from participants. Here are some of the memorable ones:

"I felt blessed to be supported in my pregnancy by other women in the community."

"Oh my goodness! Do you know how much these bras cost?! Thank you! Thank you! Thank you! I have been wearing the same bra every day because I couldn't afford to buy another one."

I liked it [the celebration], it was a lot of useful information for me. It was fun and I got to take a picture to remember it."

"Remember me with my first one? I didn't know what to do, thank you so much for all your help. Now I help all my friends when it comes to breastfeeding."

AWARDS

In August 2020, the California WIC Association (CWA) awarded the Sacramento County WIC Program the *Phyllis A. Bramson Advocacy Award*. The Sacramento County WIC Program has been a strong proponent of breastfeeding support services within the health care setting with a long history of forging successful partnerships and being a catalyst for change in our region.

USDA Food & Nutrition Services WIC Breastfeeding Award of Excellence: In August 2021, the Sacramento County WIC BFPC Program received one of four ***GOLD Awards in Breastfeeding Excellence*** given to WIC Agencies in the Western Region of the United States. The Western Region is extensive – it includes Alaska, California, Hawaii, Idaho, Nevada, Oregon, Washington, Guam, Commonwealth of the Northern Mariana Islands, and American Samoa. The purpose of the USDA WIC Breastfeeding awards are to recognize local WIC agencies that model exemplary breastfeeding promotion and support activities. More information about the award can be found at the following website: <https://www.fns.usda.gov/news-item/wro-081821>.

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 (Black Mothers United, 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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