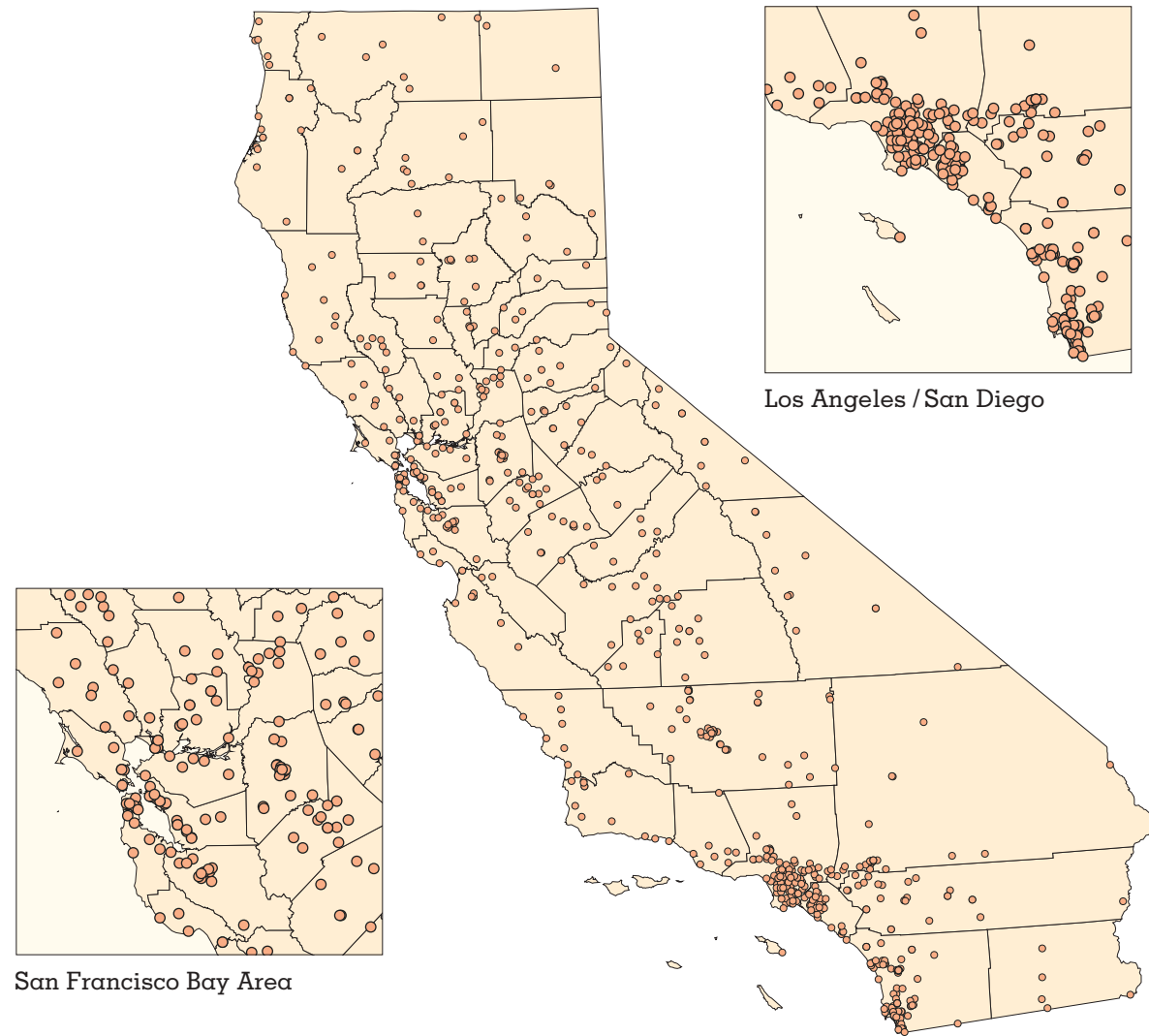


WIC Programs in California



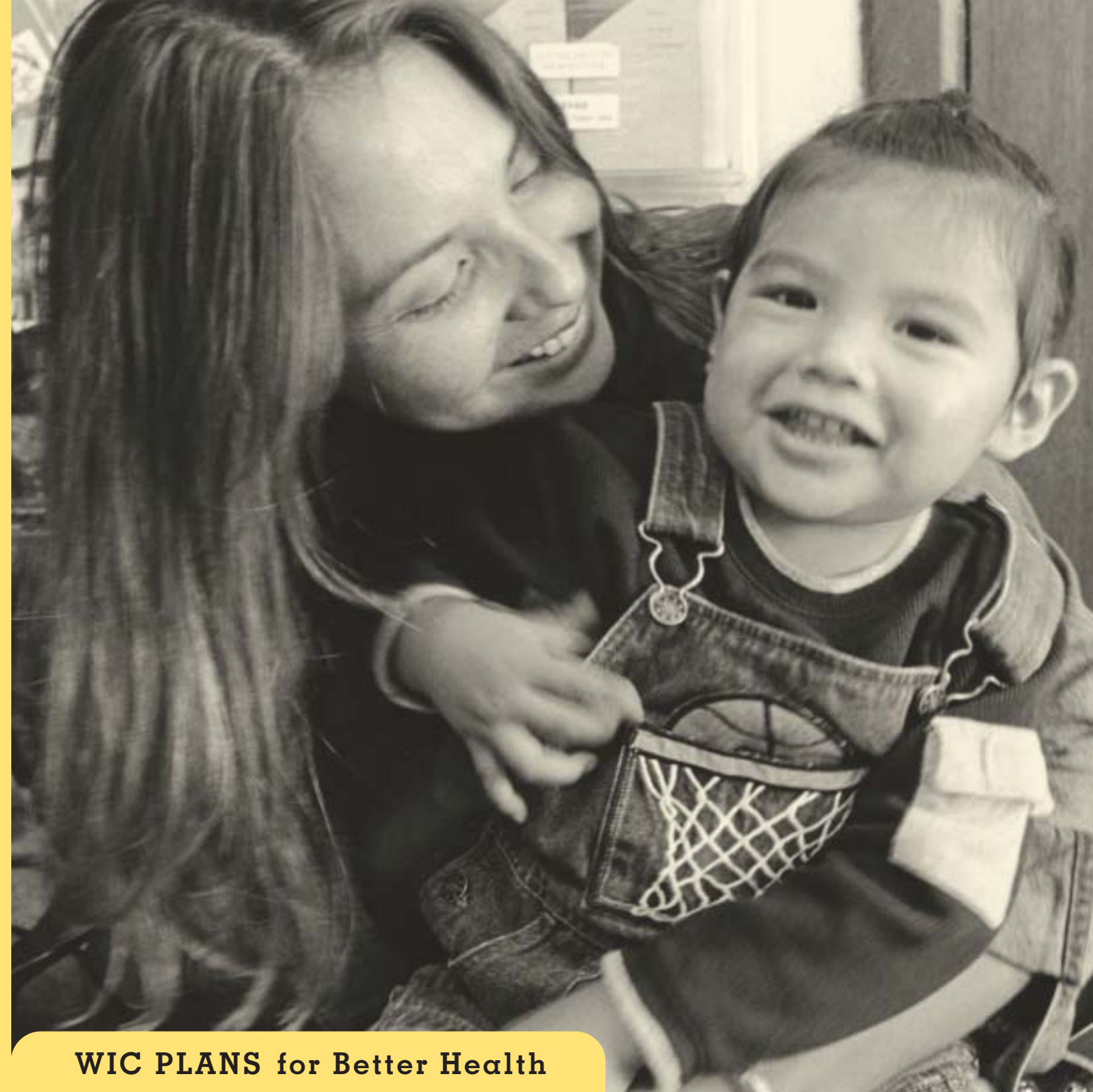
WIC, the Supplemental Nutrition Program for Women, Infants and Children, is a nutrition program that helps pregnant women, new mothers, and young children eat well and stay healthy.

For information about applying for WIC, or to find the nearest local WIC program in your city or zip code, call toll free 1-888-WIC-WORKS (942-9675) or go to the search page at www.wicworks.ca.gov.

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www.PublicMediaCenter.org Photographs by Jennifer Stauer



WIC PLANS for Better Health

Executive Summary of the
California WIC Program Strategic Plan to:

Improve Customer Service • Reinvent Nutrition Education • Expand WIC Linkages
2001-2004

California WIC Association in Partnership with
Department of Health Services WIC Supplemental Nutrition Branch
September 2001

ABOUT THIS DOCUMENT

Along with a general overview of the California WIC Program, this report contains a summary version of a very detailed four-year Strategic Plan for improving WIC customer service, nutrition education, and enhanced services. The Plan, based on detailed “Logic Models,” was the result of a year-long process the California WIC community completed during 1999 and 2000. The complete plan and accompanying documents can be found at www.calwic.org.

State and local WIC providers are already working on implementation of the Plan. They have requested a simpler, more accessible version, for use in staff education and training, internal planning, public education and other activities. We hope this report will serve those purposes well.

Source documents used to prepare this summary:

California WIC Voices: A Hard Look at Realities on the Front Lines, Stefan Harvey, June 2000.

California WIC Strategic Planning 2000: Strategic Plan Report, Samuels & Associates, November 2000.

Data provided by the WIC Supplemental Nutrition Branch

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September, 2001

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California WIC is a statewide nutrition program providing services at clinic sites throughout California.
(See detailed service map, back cover.)



Summary and Introduction



In September 1999, the California State WIC Branch and California WIC local agencies (via the California WIC

Association) formed an innovative partnership to develop a new Strategic Plan for California WIC. Using blended public and private funding, a Stakeholder Group, assisted by consultants, spent a year working on the four-year Strategic Plan.

Previous planning efforts have dealt with management reform, automation and growth, breastfeeding and retail grocer reforms. This community-wide effort responded to a long-expressed need for focus on basic WIC issues of front-end customer service, revitalized nutrition services, and WIC enhancements to improve public health. California WIC's commitment to overhauling and renewing core WIC services stems from the belief that WIC participants' lives are changing rapidly and WIC must overhaul service approaches in order to continue to meet their needs.



Both the State WIC Branch and the California WIC Association needed to formulate new organizational strategic plans to bring California WIC into the new century. The decision to blend public and private funds and join two parallel processes will result in a more coordinated approach to program planning, training, and technical assistance to local WIC programs that will be mutually beneficial during the next four years.



A Strategic Field Audit conducted by Stefan Harvey of the Center on Budget and Policy Priorities allowed the Group to take a hard look at important local service issues, particularly customer service and nutrition education. The Stakeholder Group then worked collaboratively over a year to develop and implement a joint outcome-based Strategic Plan to (1) improve customer service, (2) revitalize nutrition education, and (3) expand capacity to provide WIC enhancements with additional funding (WIC Plus).

Implementation of the three-part plan is now being carried out by State WIC in cooperation with Local Agencies, and the California WIC Association.



"Everywhere I went I encountered dedicated individuals working tirelessly to give mothers better tools with which to nurture and raise their children...Every day, I met someone, or experienced something which made me realize that Senator Humphrey's dream of achieving a better America for all women and children was being pursued earnestly by WIC staff at programs across California."

— Stefan Harvey, California WIC Voices, June 2000