



MEMORANDUM
HEALTH AND HUMAN SERVICES
PUBLIC HEALTH
County of Placer

TO: Board of Supervisors

DATE: September 13, 2016

FROM: Jeffrey S. Brown, M.P.H., M.S.W., Director of Health and Human Services

SUBJECT: Amendment of Contract for Women, Infants, and Children (WIC) Program

ACTION REQUESTED

Approve the first amendment to the contract with the California Department of Public Health (CDPH) for the operation of the Placer County Women, Infants, and Children (WIC) Program to increase the revenue by \$72,063 for a total amount \$4,527,614, for the period of October 1, 2015 through September 30, 2019, and authorize the Director of Health and Human Services to sign the amendment and subsequent amendments not to exceed 10 percent of the total contract amount, consistent with the agreement's subject matter and scope of work.

BACKGROUND

The Placer County Women, Infants, and Children Program (WIC) provides participants with access to scientifically-selected nutrient-rich foods, information on healthy eating, and referrals to health care and community programs. The WIC Program serves pregnant women, new mothers, infants, and young children up to age five who are income eligible and determined to be at nutritional risk.

Each year, women and children in Placer County's WIC Program have access to over \$2 million worth of healthy foods from local grocers with program-issued vouchers. These foods are specifically targeted to supplement the diets of infants, children, and pregnant and postpartum women with important nutrients. The vouchers provide supplemental fruits, vegetables, whole grains, cereals, eggs, milk, cheese, juice and other items for infants and breastfeeding mothers.

Nutrition and health education are also provided to WIC participants, along with support for and information about breastfeeding, referrals for Medi-Cal and CalFresh, and help in finding healthcare and other community services in Placer County. The Placer County WIC program also participates in a Farmers Market program that enables WIC participants to purchase locally-grown produce.

The twelve-month period from April 2014 to April 2015, the program provided approximately 43,000 services, and redeemed WIC vouchers resulting in an estimated \$2,146,800 in revenue to local grocery stores.

This year the WIC program's funding methodology was revised and the contract term was changed to a 4 years with a potential one year extension. The table below shows the breakdown of the total contract amount over the 4-year contract term.

FY	Contract Award Amount
2015-16	\$1,103,678
2016-17	\$1,134,377
2017-18	\$1,141,312
2018-19	\$1,148,247

FISCAL IMPACT

The total four year award amount of \$4,527,614 is 100 percent Federal funds, of which \$1,134,377 is included in the Department's FY 2016-17 Final Budget. The contract awards for subsequent years will be included in the Department's Requested Budgets.

A copy of the amendment is on file with the Clerk of the Board for review.