



**MEMORANDUM  
HEALTH AND HUMAN SERVICES  
PUBLIC HEALTH  
County of Placer**

TO: Board of Supervisors

DATE: September 10, 2019

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

SUBJECT: Application for Funding to Operate the Women, Infants, and Children Program

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**ACTION REQUESTED**

Adopt a Resolution authorizing the Director of Health and Human Services to sign and submit a grant application to the California Department of Public Health for the operation of the Women, Infants, and Children (WIC) Program from October 1, 2019 through September 30, 2022 for a maximum amount of \$3,429,777 with Risk Management and County Counsel concurrence, and to sign any associated agreements, subsequent amendments up to \$100,000 and related documents with Risk Management and County Counsel concurrence.

**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 about 4,000 participants per month, including 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 needed nutrients each month, resulting in healthy meals each day. The vouchers provide supplemental fruits, vegetables, whole grains, cereals, eggs, milk, cheese, juice and other items for infants and breastfeeding mothers. Those who do not breastfeed receive vouchers for infant formula that supplement their monthly needs.

Nutrition and health education are also provided to WIC participants, along with support and information about breastfeeding, help in finding healthcare and other community services in Placer County and referrals for Medi-Cal and CalFresh. The Placer County WIC program also participates in a Farmers Market Program that enables WIC participants to purchase locally-grown produce, resulting in an estimated \$18,800 revenue to local farmers in our community.

Research has shown that every dollar spent on a pregnant woman in WIC, saves up to \$4.21 in healthcare costs for her and her newborn. Participation in WIC improves nutrition, resulting in overall healthier pregnancies, healthier birth outcomes, and better growth and development of young children.

**FISCAL IMPACT**

The total three year award amount of \$3,429,777 is 100 % Federal funds and represents an annual allocation of \$1,143,259. This funding is included in the FY 2019-2020 Budget and future budgets.

The application is on file with Clerk of the Board

**Before the Board of Supervisors  
County of Placer, State of California**

**In the matter of:**

A Resolution regarding the application and acceptance of funds from the California Department of Public Health for the operation of the Women, Infants, and Children (WIC) Program.

Resolution No.:

The following Resolution was duly passed by the Board of Supervisors of the County of Placer at a regular meeting held \_\_\_\_\_ by the following vote on roll call:

Ayes:

Noes:

Absent:

Signed and approved by me after its passage.

\_\_\_\_\_  
Chair, Board of Supervisors

Attest:

\_\_\_\_\_  
Clerk of said Board

WHEREAS Placer County Public Health wishes to apply for and receive funds from California Department of Public Health for the operation of the Women, Infants, and Children (WIC) Program.

NOW, THEREFORE, BE IT RESOLVED THAT:

The Director of Health and Human Services is authorized to sign and submit a grant application to the California Department of Public Health for the operation of the Women, Infants, and Children (WIC) Program from October 1, 2019 through September 30, 2022 for a maximum amount of \$3,429,777 with Risk Management and County Counsel concurrence, and to sign any associated agreements, subsequent amendments up to \$100,000 and related documents with Risk Management and County Counsel concurrence.