

**MEMORANDUM
PLACER COUNTY HEALTH AND HUMAN SERVICES
Human Services Division**

TO: Board of Supervisors

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

DATE: June 17, 2014

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

ACTION REQUESTED:

1. Authorize the submission of an application to the California Department of Public Health for operation of the Women, Infants, and Children (WIC) Program from October 1, 2014 through September 30, 2015 for a maximum amount of \$1,134,577.
2. Designate the Director of Health and Human Services as the Certifying Signature to sign all required application documents and submit this application.
3. Authorize the Chair of the Board to sign the resulting contract and any subsequent amendments.

BACKGROUND:

The Placer County Supplemental Nutrition Program for Women, Infants and Children provides participants with access to scientifically-selected nutrient-rich foods, information on healthy eating, and referrals to health care and community programs. WIC 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 \$3 million worth of healthy foods from local grocers with program-issued vouchers. These foods are specifically targeted to supplement the diets of infants, children, 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 health care and other community services in Placer County, and referrals for Medi-Cal and CalFresh. Placer County WIC program also participates in a Farmers Market Program that enabled WIC participants to purchase locally-grown produce, resulting in an estimated \$12,355 in revenue to local farmers in our community.

For the twelve-month period March 2013 to April 2014, the program served 49,000 participants, resulting in an estimate \$3,185,000 in revenue to local grocery stores. The value of the WIC vouchers is separate and when added to the program funding, contributes over \$4.3 million to the Placer County 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 award amount of \$1,134,577 is 100 percent Federal funds and is included in the Department's FY 2014-15 Proposed Budget. These funds support the program's administrative, special projects, and staffing costs. No County General Fund match is required.

This application is on File with Clerk of the Board.

