

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

**TO:** Honorable Board of Supervisors  
**FROM:** Jeffrey S. Brown, M.P.H., M.S.W., Director of Health and Human Services  
Linda Patterson, Director of Human Services  
**DATE:** June 16, 2015  
**SUBJECT:** Application for Funding to Operate the Women, Infants, and Children Program

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**ACTION REQUESTED:**

1. Authorize the grant application to the California Department of Public Health for the operation of the Women, Infants, and Children (WIC) Program from October 1, 2015 through September 30, 2019 for a maximum amount of \$4,455,551.
2. Designate the Director of Health and Human Services as the Certifying Signature to sign all required application documents and agreements.

**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 needed nutrients each month, resulting in healthy means 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.

The twelve-month period from April 2014 to April 2015, the program serviced approximately 42,936 participants, resulting in an estimated \$2,146,800 in revenue to local grocery stores. The value of the WIC vouchers is separate and when added to the program funding, contributes over \$3.2 million to the Placer County community on an annual basis. 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.

This year, the program's funding methodology was revised changing to a 4-year contract with a potential 1 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	\$1,110,485
2017-18	\$1,117,291
2018-19	\$1,124,097

**FISCAL IMPACT:**

The total four year award amount of \$4,455,551 is 100 percent Federal funds and is included in the Department's FY 2015-16 proposed budgets, and will be included in the Department's Requested Budgets over the next four years.

This application is on file with the Clerk of the Board.