



Nutrition Programs: WIC, CFHL, Seniors



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The Women, Infants, and Children Supplemental Nutrition Program serves women who are pregnant, breastfeeding or recently had a baby as well as infants and children until 5th birthday, who meet the WIC income guidelines.



www.montereywic.org

WIC Services

- Caseload of 15,440-serve over 90% each month
- Healthy food benefits
- Classes on nutrition and physical activity, specific to prenatal, postpartum, infant & children
- Registered Dietitian's-provide high risk counseling, support therapeutic formula
- Breastfeeding resources, services, consults and pumps
- Referrals to several programs in the county
- Books for Kids project



Breastfeeding Services

- Peer Counselors-support/follow bf moms, provide guidance and counseling, issue electric breast pumps
- Internationally Board Certified Lactation Consultant (IBCLCs)-provide consultations to bf moms, trainings to healthcare providers, order electric breast pumps
- Regional Breastfeeding Liaison (RBL)-facilitates BF support through collaboration with healthcare providers, hospitals, employers and community partners.
- BF rates-Monterey County
- BF support group in Salinas and Soledad
- BF Annual Walk-Salinas, Aug. 1st & Soledad, Aug. 3rd

www.831breastfeeds.org



BF rates: Monterey County vs State

1. Breastfed Infants								
Effectiveness Measure Essential Service #2, 3, &7 Strategic Plan Initiative 1, 2, & 3	2021-2022	2022-2023	Q1	Qt 2	Qt 3	Qt 4	% of Annual Target	Year to Date
	Target	Target	Actual	Actual	Actual	Actual		
Any 6 months	42.5%	42.5%	52.9%	55.3%	54.9%	52.5%	126.9%	53.9%
Exclusive 6 months	20.0%	20.0%	22.2%	23.1%	24.3%	21.1%	113.3%	22.7%
Any 12 months	36.5%	36.5%	47.9%	42.8%	50.2%	48.7%	129.9%	47.4%
Exclusive 12 months	18.5%	18.0%	20.6%	18.9%	23.4%	23.0%	119.4%	21.5%
What: The any and exclusive breastfeeding rates of infants aged 6 months and one year enrolled in the Women, Infants and Children program. Breastfeeding at 11 months is representative of breastfeeding at one year. Any = infant is fed breast milk at least once in a 24 hour period. Exclusive = breastfed infant does not receive any formula from the WIC program.								
Why: Breastfeeding protects infants' and mothers' health and fights diseases such as asthma, diabetes, and obesity.								
Data Source								
How we're doing: it's time to update the targets.								
Quarter 1: We exceeded statewide averages for all data points and exceeded our stated targets.								
Quarter 2: We exceeded statewide averages for all data points and exceeded our stated targets.								
Quarter 3: We exceeded statewide averages for all data points and exceeded our stated targets.								
Quarter 4: We exceeded statewide averages for all data points and exceeded our stated targets.								

	Q1	Q2	Q3	Q4
Any 6 months	41.0	44.1	44.6	43.1
Exclusive 6 months	19.2	21.5	22.2	21.0
Any 12 months	33.7	34.3	37.1	35.6
Exclusive 12 months	17.0	17.6	19.2	18.4

Breastfeeding Awareness Walk & Health Fair

SALINAS

16th Annual Walk
632 E. Alisal St, Salinas
11:00 AM - 1:00 PM

AUGUST 1ST, 2023

SOLEDAD

3rd Annual Walk
560 Walker Dr, Soledad
11:00 AM-1:00PM

AUGUST 3RD, 2023



Source: Canva

Activities:

- Health Fair
- Free T-shirts
- Raffle prizes
- Breastfeeding Walk
- Breastfeeding Booth
- Farmers Market in Salinas



Breastfeeding Support Group

FREE TO ANYONE IN THE COMMUNITY

TOPICS

Breastfeeding / Chestfeeding
Going back to work / school
Nutrition
Childcare, etc.

SALINAS

Every first Monday of the month (May 1, June 5, July 3)
4pm - 5pm
Hosted at WIC: 632 E. Alisal St, Salinas, CA 93905

SOLEDAD

Every third Friday of the month (May 19, June 16, July 21)
3pm - 4pm
Hosted at WIC: 355 Gabilan Dr, Soledad, CA 93960



COME JOIN OTHER PREGNANT MOTHERS AND MOTHERS WITH BABIES

Phone: 831.796.2889



Breastfeeding Walk 2023



Did you know? has...

¿Sabía usted qué tiene?



montereywic.com



831breastfeeds.com



[montereycountywic](https://www.instagram.com/montereycountywic)



[montereycountywic](https://www.facebook.com/montereycountywic)



888-413-2599

WIC Resources



- Several resources for Pregnant, Postpartum, Breastfeeding, Infants and Children
- Bilingual, 5th grade level, infographics
- Posted on our website as well

www.montereywic.org

WIC Collaboration

- Central Coast Alliance for Health
- County clinics & hospitals
- MCOE-Early Start Learning
- Kids Connect
- Parenting Connection
- Maternal Mental Health Task Force
- Nurse Family Partnership
- Maternal Child Adolescent Health
- Dept of Social Services Outreach





Farmers Markets

<https://ecologycenter.org/fmfinder/>

EBT/market match

WIC/Senior FM vouchers

Food Navigators/resources





Get More at the Farmers Market!

Stretch your dollars with Market Match.

Get more fresh produce by using your CalFresh benefits at participating farmers markets that accept EBT. If you shop with your EBT card, you get a dollar-for-dollar match, up to a daily maximum, with Market Match* at participating markets.



Use your program coupons at a participating market:

Alisal/East Salinas- Tuesdays

11 am-4:00 pm (June - October)
632 East Alisal St., Salinas CA 93905

Marina - Sundays

10:00 am-2:00 pm (Year Round)
215 Reservation Rd., Marina CA 93933

Natividad Medical Center - Wednesdays

11:00 am-3:30 pm (May - October)
1441 Constitution Blvd, Salinas, CA 93906

Pacific Grove – Mondays

3:00 pm-7:00 pm (Year Round)
Corner of Central/Grand Ave, Pacific Grove,
CA 93950

Salinas Valley Health - Fridays

12:30 pm-5:30 pm (May - November)
450 E. Romie Lane, Salinas CA, 93901

Seaside - Thursdays

3:00 pm-7:00 pm (Year Round) Laguna Grande
Park on Canyon Del Rey Blvd, Seaside, CA
93955

**Market Match is only available at participating farmers markets. CalFresh benefits are matched dollar-for-dollar, up to a daily maximum per family per market day, at participating markets only. Pandemic EBT (P-EBT) is also accepted and matched at Market Match sites.*

Select farmers markets are launching a new program, the California Fruit and Vegetable EBT Pilot Project, where you can earn a dollar-for-dollar match, up to \$60 per month, when you spend CalFresh benefits on fruits and vegetables. Check fmfinder.org for participating sites and additional information.

Funded by USDA SNAP, an equal opportunity provider and employer. Visit www.CalFreshHealthyLiving.org for healthy tips.



At Farmers Markets...

Purchase Fruits and Veggies, other items

Food Demos/tastings-nutrition tips/recipes

Community Agencies-Sharing materials, programs

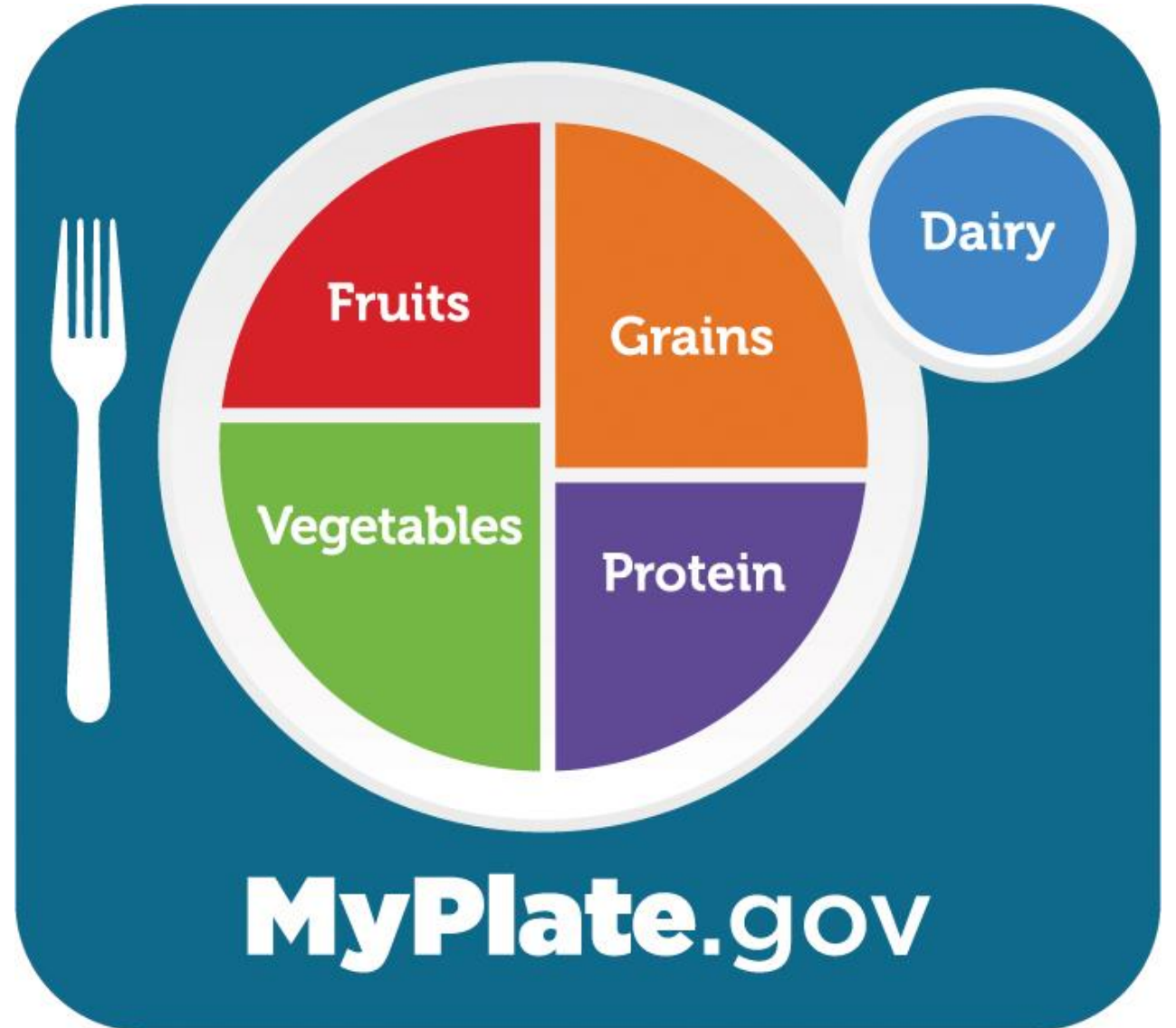
CalFresh/MediCal enrollment



Is a federal and state partnership that supports nutrition education for persons eligible for the Supplemental Nutrition Assistance Program (SNAP). SNAP participants as well as those who are eligible, receive education and resources to help them:

- **consume healthy foods and beverages**
- **reduce consumption of less healthy foods and beverages, and**
- **increase physical activity**

- Provide nutrition (tastings) and physical activity education to schools
- Work with school wellness councils to improve policies
- Provide teacher training, resources and materials
- Attend school events to promote healthy eating and active living





The Nutrition and Fitness Collaborative of the Central Coast (NFCCC) is a coalition of 40+ agencies spanning Monterey, Santa Cruz, and San Benito counties, representing schools, agencies, and organizations working to improve the health and well being of Central Coast residents.

The NFCCC sponsors professional trainings, conferences and community forums, to support and promote the mission and vision of the NFCCC.

Accomplishments-PA Resource Guide, Food Access Directory, Salad Bars 2 Schools, EBT/Market match at Farmer's Markets, Rethink your Drink survey/brief

Current Initiatives

- Increase access to healthy foods in low-income neighborhoods. Support/promote CalFresh, food banks/pantries, farmers markets (EBT/market match, Fresh Rx), summer lunch, etc.
- Coordinate and increase access or availability of nutrition education classes in the community
- Increase use of physical activity programs available in the community



CalFresh Healthy Living Program, cont.

- Farmers Markets-Food Navigator Project

Conduct community outreach to build awareness of farmers markets and the food assistance programs available such as: EBT/Market match, WIC and Senior FM checks

Provide resources and nutrition education to shoppers at farmers markets, including tastings and cooking demonstrations

- Trainings
- Health fairs, community events
- Adult Education

Senior Nutrition

- 11 Congregate Meal Sites
- Provide nutrition education
- Quarterly monitoring kitchen
- Develop and provide Food Safety trainings for kitchen staff



Other Food resources...

- Food Resource Brochure
- Monterey County Food Bank
- School breakfast, lunch and dinner programs
 - Summer Lunch programs
- Senior nutrition programs
- Fresh Rx, Double Up Food Bucks



Thank you



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