



What Is WIC?

WIC is the nation's premier public health nutrition and breastfeeding program, serving pregnant, breastfeeding, & postpartum women, infants and children up to age five.

In Los Angeles County, there are 7 local agencies with over 90 WIC offices and serving 67% of infants born in the County.



South Los Angeles Health Projects WIC Program

- Serves parts of South Los Angeles including Watts, Compton, Bell, Bell Gardens, Huntington Park, Cudahy, Downey, Lynwood, Maywood, Paramount & South Gate
- SLAHP WIC has 11 WIC Offices
- Serves over 60,000 participants per month



WIC Office Locations

PARAMOUNT
Paramount Towne Center
16260 Paramount Blvd.
Paramount, CA 90723

HUNTINGTON PARK
7022 Rugby Ave.
near Florence Ave.
Huntington Park, CA 90255

BELL GARDENS
Garfield/Gage
6501 S. Garfield Ave.
Bell Gardens, CA 90201

SOUTH GATE
3357 Tweedy Blvd.
South Gate, CA 90280

LYNWOOD
3811 Martin Luther King Jr. Blvd.
Lynwood, CA 90262



(310) 661-3080

SOUTH LA
Figueras/41st St.
4101 S. Figueras St.
Los Angeles, CA 90037

Florence/Avalon
501 E. Florence Ave.
Los Angeles, CA 90003

Manchester/San Pedro
250 E. Manchester Ave.
Los Angeles, CA 90003

Central/41st Place
4150 S. Central Ave.
Los Angeles, CA 90011

CUDAHY
Atlantic/Florence
7272 Atlantic Ave.
Cudahy, CA 90201

COMPTON
Compton Towne Center
130 E. Compton Blvd.
Compton CA 90221




Goals of the WIC Program

- To decrease the complications of pregnancy
- To prevent low birth weight
- To decrease iron deficiency anemia
- To promote & support Breastfeeding
- To promote optimum growth and development for infants and young children



Who does WIC serve?

- Women who are pregnant, breastfeeding or have recently had a baby
- Infants under 12 months
- Children under 5 years of age
- Low and moderate income families.
- Working families may be eligible.(family of 4 can earn up to \$4,086 monthly gross income)
- Immigration status is NOT considered when determining WIC eligibility.



What Does WIC Provide?

- Nutrition and Health Education
- Breastfeeding Education and Support
- CA WIC card to buy Nutritious Foods
- Referrals to Community Services



WIC Education

- Prenatal, postpartum, infant, & child nutrition
- Breastfeeding support
- Understanding your baby's cues
- Being physically active
- Creating healthy meals



WIC Education

Individual sessions are led by certified nutrition assistants. (remotely)

WIC Dietitians and degreed nutritionist provide special nutrition services to participant with medical conditions.

WIC has trained staff including breastfeeding peer counselors and lactation consultants to help mothers succeed with breastfeeding.



WIC Encourages Breastfeeding

Breastfeeding Services

- Breastfeeding [Helpline](#) (323) 905-1248
- Counseling with Certified Lactation Educators (CLEs)
- Breastfeeding moms' support groups
- Loving Support Program



Referrals

WIC also makes referrals to community services such as food banks, legal services, substance abuse treatment facilities, and shelters





What's New?

- California WIC card 2020
- WIC Benefit bump
- WIC Early Literacy programs





**GOODBYE, PAPER CHECKS.
HELLO, WIC CARD.**





Fruits and Vegetables

Enjoy the **NEW** WIC fruits and veggies benefit increase through **March 2022!**






- \$24 per month for children age 1-5
- \$43 per month for pregnant and postpartum individuals
- \$47 per month for breastfeeding individuals



EARLY LITERACY PROGRAMS AT WIC

**Little by Little
Books for Kids
Read Baby Read**

Follow us!



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Questions?

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