

Division: Public Health

Program Characteristics:

Program Description

The Women, Infants, and Children (WIC) program provides healthy food, nutrition education and counseling, growth monitoring, health screening, and breastfeeding support to eligible families. WIC serves income-eligible families, meeting the nutritional needs of pregnant people, babies, and young children. WIC aims to reach those most in need to have the greatest impact on the community's overall health, using nutrition science research and program data to inform services.

In 2025, WIC served 19,058 different people through over 53,000 unique visits. Participants received \$8.7 million worth of healthy foods, helping with nutrition and food security and bringing economic value to the County. WIC services are offered at four clinic locations and some partner locations. International Board Certified Lactation Consultants provide in-clinic lactation support, including culturally specific lactation promotion across many County programs and with external partners. WIC's Breastfeeding Peer Counseling (BFPC) program serves an average of 1,158 participants a month. WIC staff provide key referrals to health care, education, child care, housing, food banks, and other County services. WIC leads in finding new ways to help and working across the region on health programming and equity. WIC surveys clients about their needs and works with community partners to respond. For example, WIC partnered with the Racial and Ethnic Approaches to Community Health (REACH) program to provide culturally specific cooking and nutrition classes for Black/African American/African Immigrant communities.

Equity Statement

To address significant nutrition-related health inequities, WIC prioritizes cultural and linguistic accessibility. WIC utilizes multilingual signage, interpretation services, and diverse staffing.

Revenue/Expense Detail

	2026 General Fund	2026 Other Funds	2027 General Fund	2027 Other Funds
Personnel	\$2,571,830	\$3,443,838	\$2,943,318	\$3,259,887
Contractual Services	\$50,774	\$48,322	\$29,945	\$16,362
Materials & Supplies	\$117,027	\$319,325	\$41,658	\$46,593
Internal Services	\$799,977	\$1,488,662	\$992,996	\$1,073,955
Total GF/non-GF	\$3,539,608	\$5,300,147	\$4,007,917	\$4,396,797
Total Expenses:	\$8,839,755		\$8,404,714	
Program FTE	20.33	26.37	21.41	22.89
Program Revenues				
Intergovernmental	\$0	\$4,688,819	\$0	\$4,396,797
Beginning Working Capital	\$0	\$611,328	\$0	\$0
Total Revenue	\$0	\$5,300,147	\$0	\$4,396,797

Performance Measures

Performance Measure	FY25 Actual	FY26 Estimate	FY27 Target
Number of WIC clients in one year who receive healthful foods	19,058	19,500	19,500
Number of nutrition education contacts with WIC families	53,429	57,000	57,000