



## California MD - WIC Network

**Goal:** To improve health outcomes and reduce health care costs for at risk WIC families through collaboration and effective partnerships between the medical and WIC communities.

The California MD – WIC Network will focus on:

- partnerships to promote and support MD – WIC working relationships locally and statewide to maximize quality patient care, wellness, and health promotion;
- streamlined communication to answer physician and WIC questions related to WIC patients in a timely manner (i.e., email, web portals, statewide MD-WIC database, etc.);
- family-centered counseling and health education to promote and reinforce healthy habits; and
- coordinated nutrition and health care services and referrals to support healthy outcomes.

**Methods:** MD - WIC Network representatives will:

- promote early interventions for improved health outcomes and reduced health care costs;
- promote and support exclusive breastfeeding for the first six months of life, and continued breastfeeding for at least the first year;
- address overweight and childhood obesity using evidence-based recommendations and interventions for assessment, education, empowerment, and motivational interviewing;
- communicate consistent messages that are family-centered, age-appropriate, and culturally sensitive, as well as engaging and fun (non judgmental and blame-free);
- enhance self efficacy and decision-making skills in both children and adults as it relates to health and wellness promotion; and
- explain relevant services, policies, and procedures.

**Project Contributors:**

American Academy of Pediatrics (AAP) and the AAP National Subcommittee on Breastfeeding

CA Academy of Family Physicians

Schools of Medicine

Health plans

American Dietetic Association and California Dietetic Association

California Women, Infants and Children (WIC) Program and California WIC Association

Local physicians, WIC dietitians and nutritionists, social workers, and health educators

Visit the CA WIC website for more information about the CA MD – WIC Network or to find a local WIC program in your community [www.wicworks.ca.gov](http://www.wicworks.ca.gov).

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