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**Women's, Infants and Children (WIC) is Going Digital!**

*New WIC card improves access to healthy foods for low income women and children*

Beginning February 18, 2020 participants in the Community Bridges WIC program will begin to access their benefits through a card similar to a debit card. The new WIC Card comes with a WIC mobile phone app to check food balance, appointments, find stores, and qualifying food. Going digital will be more convenient and easier for both WIC families and grocery stores. Improving access will ensure that qualifying women who are pregnant or recently had a baby have better access to the healthy foods provided by WIC.

Beginning February 18, clients will get their WIC Card at their next appointment. By May 15 all current clients will have their new card. If clients already have paper coupons for Feb 14- May 14, they will continue to use those paper coupons until their next appointment.

“We are so excited to roll out the new WIC card and mobile app this month,” states WIC Program Director Cathy Cavanaugh. “These digital tools will allow participants to see their next appointment, check benefits and scan UPCs at the grocery to see if it is a WIC approved item.” The goal of the mobile app is to give participants all the information they need at their fingertips so they can more easily get the nutritious food that they and their children need.

**Who qualifies for WIC benefits?**

Pregnant, postpartum or breastfeeding women and children under five qualify for WIC benefits if they have incomes at 185% or less of the Federal Poverty level and/or receive Medi-Cal, CalFresh, or Cash Aid. More information on how to apply can be found on our website at [communitybridges.org/wic](http://communitybridges.org/wic)

**ABOUT THE COMMUNITY BRIDGES WIC PROGRAM**

The Community Bridges WIC Program opened in February 1977. Each year, it serves more than 800 pregnant women, 900 breastfeeding women, 1,600 infants, and 5,000 children across Santa Cruz County. The programs include innovative on-site and on-line nutrition and breastfeeding education, food demonstrations, healthy recipes, and cooking tips. Staff also provide breastfeeding peer counseling, hemoglobin screenings, and health care referrals.

For more information, please visit [www.communitybridges.org/WIC](http://www.communitybridges.org/WIC)

**ABOUT COMMUNITY BRIDGES**

Community Bridges envisions a thriving community where every person has the opportunity to unleash their full potential. Together, our family of programs delivers essential services, provides equitable access to resources, and advocates for health and dignity across every stage of life. To learn more, please visit [www.communitybridges.org](http://www.communitybridges.org).

The Community Bridges family of programs includes the Child & Adult Care Food Program, Child Development Division, Women, Infants and Children (WIC), La Manzana Community Resources, Live Oak Community Resources, Mountain Community Resources, Nueva Vista Community Resources, Elderday Adult Day Health Care, Lift Line and Meals on Wheels for Santa Cruz County.