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GAVIN NEWSOM
 Governor

WIC Information Notice
No. 2024 – 61

Communications, Food, and Vendor Policy Branch Action Needed
 Attachments: 0

DATE: October 1, 2024

SUBJECT: CalKIDS Flyers – College Savings Resource for WIC Families

The California Department of Public Health Women, Infants and Children Division (CDPH/WIC) is sharing information about the [California Kids Investment and Development Savings Program \(CalKIDS\)](#), a statewide initiative aimed at helping California families build college savings for their children.

The CalKIDS program opens college savings accounts for [eligible newborns and low-income public school students](#). By starting early, this initiative provides families with financial contributions and incentives to help save for their children's future education. WIC families may be eligible to benefit from this opportunity.

To assist local agencies and WIC families in learning more about the program, the following flyers provided by CalKIDS may be shared:

- [Newborn Flyer - English](#)
- [Newborn Flyer - Spanish](#)
- [Customizable Newborn Flyer - English](#)
- [Customizable Newborn Flyer - Spanish](#)

In addition to the flyers, the [CalKIDS website](#) (CalKIDS.org) offers partner resources and a [marketing toolkit](#) that you can use to share information about the program with families in your community.



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Action:

WIC local agencies are encouraged to share these flyers and resources with WIC families. These materials can help families understand the benefits of the CalKIDS program and begin planning for their children's educational futures.

For questions or additional resources, please contact WIC Outreach at WICOutreach@cdph.ca.gov or visit CalKIDS.org.