Community Policy and Systems Changes that Reinforce WIC’s Impact

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Overview

- WIC Community Health Leadership
- CPHMC Overview
- WIC Assets
- Local WIC Agency Panel
- Questions
Why Might Local WIC Agencies Be Interested in Partnering in Community Health Projects?
WIC Working With Community Partners Can Help Provide the Full Spectrum of Support for WIC Clients

Policy, Systems, and Environmental Change Strategies Target the Organizational, Community, and Public Policy Levels (Potential for additional support for clients)

WIC Program: Direct Services
WIC Community Health Leadership

- NWA’s Community Partnerships for Healthy Mothers and Children Project
  - 3-year cooperative agreement with CDC
  - 30 local WIC agencies in 2 cohorts
    - Cohort 1: January 2015 – March 31, 2016
    - Cohort 2: February 15, 2016 – May 19, 2017
  - Project partners include:
    - ACOG
    - Altarum Institute
    - Other National Organization Awardees:
      - American Heart Association
      - American Planning Association
      - Society for Public Health Education
      - Directors of Health Promotion and Education
Community Capacity Building and Focus Areas

• Build or enhance a coalition
• Assemble a leadership team
  – WIC client
  – OB/GYN or another women’s healthcare provider
  – Project Coordinator from Local WIC Agency
• Conduct a needs assessment
• Develop a community action plan (CAP)
• Project implementation

• WIC Agencies working on policy, systems, and environmental change with community partners to
  – Improve access to healthy food and beverage options
  – Improve access to chronic disease prevention and management services
CPHMC Projects
Why Might Local WIC Agencies Want to Engage in Community Coalitions?
WIC Assets

Access to a population that can provide valuable insights on their needs and wants, and some are eager to engage in projects that help their community.
WIC Assets

Professional and paraprofessional staff with a wealth of knowledge about nutrition and breastfeeding.
WIC Assets

Established relationships with retailers and a built-in incentive for retailers to stock healthy products in order to be authorized as a WIC-approved vendor.
WIC Assets

Established relationships with health care and social service organizations through referral networks
WIC Assets

Established in many communities as a trusted resource for families
Community Policy and Systems Changes

- Leveraging WIC assets and expertise in a larger public health context
  - Consider the external and home environment
  - Community partnerships
  - Consistent messaging with other stakeholders
  - Make the healthy choice, the default choice through policy, systems, and environmental (PSE) changes
Local WIC Agency Perspectives

- **Glencora Gudger, MA**, Community Partnerships Coordinator, Richmond City Health District – Richmond, VA

- **Marycatherine Augustyn, Ph.D.**, Research Associate, Family and Reproductive Health, Johns Hopkins Bloomberg School of Public Health

- **Janine Rethy, MD, MPH, FAAP, FABM**, Physician Advisor, Obesity and Chronic Disease Prevention, Loudoun County Health Department
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Questions

ASKING THE RIGHT QUESTIONS...