Innovative Community Partnerships for Chronic Disease Prevention, WIC Enrollment, and Retention

Sloan Gingg, MPH
WIC & Chronic Disease Prevention

- Declines in obesity prevalence from 2010-2014 among WIC participants nationwide.¹

- But, obesity prevalence in WIC children aged 2-4 years remains high at 14.5% in 2014.

- National estimate (8.9%) among all U.S. children in a slightly different age group (2-5 years).

Nutrition Assistance Programs: Cause or Solution to Obesity?

“SNAP, WIC, and NSLP increase economic access to an adequate diet but access alone is unlikely to be the total solution to obesity prevention. An ecological approach, incorporating the nutrition programs, appears to be a more promising strategy to leverage the impact of SNAP, WIC, and NSLP.”

Why Address Chronic Disease?

- Poor nutrition and inactivity contribute to childhood obesity
- Children who are obese are more likely to have adverse health conditions
- Children who are overweight or obese are more likely to be overweight or obese into adulthood

Chronic Disease Prevention & Early Childhood

• Reaching children at a young age improves their chances of embracing healthy messages and behaviors for a lifetime.

• Early childcare education is an established critical strategy in the fight against childhood obesity and other chronic diseases.
Head Start Partnership

- Same target audience
  - Income-based
  - Children up to 5 years old
- Referrals and retention + chronic disease prevention
Referrals & Retention

• An established partnership with Head Start allows us to reach Head Start families who are eligible for WIC.
  
  – Program promotion
  – Retaining Head Start clients
Chronic Disease Prevention

- Increased access to healthy food
- Increased access to opportunities for physical activity
- Increased placement and promotion strategies for healthy foods
- Increased number of preschool gardens
Subsidized Local Food

- WIC as a local program for increased access to local healthy food
  - Durango already had a few organizations working to promote local food
- Subsidized Local Food + Nutrition Education & Tri-County Head Start
Free Farm Stands

- Farm-to-consumer retail outlets are associated with consumption of fruit and vegetables¹

Free Farm Stands

• Preschool farm stands have been shown to increase purchase and consumption of fruits and vegetables.

Market Promotion

Is your garden too bountiful?

The Manna Market FREE Produce Stand accepts donations every Wednesday from 1-3 pm at the Manna Soup Kitchen Garden. Help get fresh produce to the people who need it the most!

Please only donate food that is of sufficient quality for your own table. No large Squash Please.

Washing is not necessary but is GREATLY appreciated.

Alternate drop off at Manna before 1 pm daily except for Wednesdays. Wednesday 1-3 pm is the preferred drop off time. Please contact us with questions, gleaning opportunities, or future partnerships.

brooke@thegardenprojectswoolorado.org

Program begins:
June 22nd thru October 12th
Manna Market FREE Produce Stand is every Wednesday from 4:30 to 6 pm!

Food Secure community members also welcome with a suggested donation for produce.

WEDNESDAYS
4:30 - 6 P.M.
FREE, FRESH, LOCAL PRODUCE FOR THOSE WHO NEED IT

MANNA SOUP KITCHEN
1100 AVENIDA DEL SOL, DURANGO
FOOD SECURE INDIVIDUALS ALSO WELCOME WITH A SUGGESTED DONATION

IS YOUR GARDEN TOO BOUNTIFUL?

HELP GET FRESH PRODUCE TO THE PEOPLE WHO NEED IT MOST!
DROP OFF EXTRA PRODUCE FROM YOUR GARDEN
WEDNESDAYS 1-3 P.M.
Contact brooke@thegardenprojectswoolorado.org for alternate drop off times.

SAN JUAN BASIN
public health
Manna Market as a Food Resource Hub

Easy Ratatouille

Makes 6 servings

Ingredients:
- 1 large or 2 medium eggplants
- ½ cup olive oil
- ½ tsp salt
- ½ tsp freshly ground black pepper
- 1 medium zucchini, roughly chopped
- 1 medium onion, roughly chopped
- 1 tbsp fresh thyme leaves, chopped
- 1 tbsp minced garlic
- 2 medium tomatoes, roughly chopped or 3 cans plum tomatoes, drained
- ½ cup minced fresh parsley or basil leaves, for garnish

Materials:
- Cutting board
- Sharp knife
- Measuring cups
- Measuring spoons
- Large skillet
- Spatula

Don’t let your produce go bad. Food storage tip:
Refrigerate eggplants and zucchini, unwashed, in a plastic bag in the vegetable drawer. The limited air exposure and colder temperatures will help preserve vitamins and keep the vegetables fresh longer.
Manna Market as a Food Resource Hub
CATCH Curriculum

• CATCH (Coordinated Approach to Child Health) Early Childhood
  - Designed to nurture a love of physical activity, provide introduction to classroom-based gardening and nutrition, and encourage healthy eating in children.
  - Meets federal academic guidelines.

SAN JUAN BASIN public health

How are you?
CATCH Curriculum

- Worked with Head Start administration to approve CATCH implementation and teacher training
- Hosted a CATCH Early Childhood training
- Purchased curriculum for Head Starts
CATCH Curriculum

SAN JUAN BASIN
public health
“The kids like trying out the new materials each time I bring them out. We have used it frequently to help out on bad weather days when we cannot go outside and have to go in the cafeteria for large motor activities.” – Jamie Smith, Head Start Site Director
Food of the Month
Lessons

DECEMBER CORNMEAL

Nutrition Fun Fact: corn is very high in fiber.

How are you?

SAN JUAN BASIN public health

How are you?
Preschool Gardens

- New gardens at two Head Starts
  - Container garden
  - Raised beds
  - CATCH includes garden-based lessons
Summary

• WIC Partnership with Head Start
  • Referrals and retention + chronic disease prevention
• Positioning local WIC agencies as local resource for chronic disease prevention
  – Strategic communications
  – Strategic community partners
  – Tailored interventions
Next Steps

• Future funding
  – Continued partnership with Head Start
  – Mobile
Questions?

Sgingg@sjbpublichealth.org