Greater with WIC: Leveraging Partnerships to Improve Access to Healthy Foods and Beverages

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WIC Community Health Leadership

NWA’s Community Partnerships for Healthy Mothers and Children Project
  ◦ 3-year cooperative agreement with CDC
  ◦ 32 local WIC agencies in 2 cohorts
  ◦ Project partners include:
    ◦ ACOG, Altarum Institute
    ◦ Other National Organization Awardees: AHA, APA, SOPHE, and DHPE
  ◦ Requirements: Coalition, leadership team, needs assessment, CAP, and 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
NWA’s Vision

Promoting WIC Assets
- Trusted community resource
- Insights on client and community needs
- Knowledgeable staff
- Established community relationships

Serving clients beyond the clinic walls

Empowering WIC staff and clients to be engaged in a leadership role
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
CPHMC Projects
<table>
<thead>
<tr>
<th>Sector</th>
<th>Sub Categories</th>
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</thead>
<tbody>
<tr>
<td>1. Medical and Public Health Organizations</td>
<td>Pharmacies, Department of State and Health Services, Health Departments, Hospitals, Eye Center, Family Planning, Family Medicine/Primary Care, WIC, Women’s Services, American Academy of Pediatricians (State Affiliate), Health Systems, Health Insurance Companies, Behavioral Health Center</td>
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<tr>
<td>2. Local Businesses and Community Organizations</td>
<td>Convention &amp; Visitors Bureau, YMCA, Community Center, Community Development Organizations, Farm Bureau, United Way, Community Action Organizations, Chamber of Commerce, Local Newspaper, Hispanic Center, Foundations, Rural Health Services, Planning Council, Radio Station, Local Coalitions, Racial/Ethnic Affinity Organizations, Banks, Health Care Advocacy Organization, La Leche League, Food Policy Initiative, Charities, Neighborhood Improvement Council, Environmental Organizations, Parenting Center, Boys and Girls Club, Gym</td>
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<td>3. Education</td>
<td>Public Schools, Public Library, Master Gardeners, Head Start, Cooperative Extension, Department of Nutrition and Dietetics (Local University), Medical School, Community College, Smart Beginnings, SNAP-Ed, School District, Nursery, Universities</td>
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<td>4. Food Retail</td>
<td>Grocery Stores/Supermarkets, Food Pantries, School Food Service, Local Farmers/Farm Stands, Corner Store Owners, Food Processors, Farmers Markets, Food Markets, Mobile Grocery, Food Companies, Meals on Wheels, Food Distributors, Farmers Market Association,</td>
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<td>5. Local and State Government</td>
<td>Department of Social Services, State Senator, Department of Human Resources, County Administrators, County Planning Department, State Representative, Housing Authority, Mayor, County Sheriff’s Office, Parks and Recreation Services, Public Relations Officer, Commissioners Office, County Senior Center, City Government, Food and Nutrition Service,</td>
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<td>6. Religious Organizations</td>
<td>Churches (Multiple Denominations)</td>
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<td>7. Military</td>
<td>Air Force Base, Army Installation Department of Public Health, Army Hospital</td>
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Policy, Systems, and Environmental (PSE) Changes

- Coalition building and enhancement
- Funding from CDC and NWA
- Community partnerships
- Training and technical assistance from NWA and other national partners
- Developing community action plans
- Community needs assessments and asset mapping
PSE Accomplishments to Date

- More fresh produce at food banks
- More healthy options in corner stores
PSE Accomplishments to Date

- Farmers’ markets brought to the community
- Community gardens established
PSE Accomplishments to Date

- Healthy menu changes/labelling
- Better signage and shelf-talkers in stores to promote healthy foods and improve WIC shopping experience
PSE Accomplishments to Date

- Better access to free drinking water during the school day at elementary schools
- Gardening curriculum taught by local farmers implemented at elementary and pre-schools
PSE Accomplishments to Date

- Designated healthy community spots
- Designated breastfeeding friendly spaces
PSE Accomplishments to Date

- Mobile vending ordinance passed, eliminating barriers to selling fresh produce
- Ordinance establishing a tax credit for food outlets in food deserts passed
For More Information…

Project Website:  www.greaterwithwic.org

ON SOCIAL

CPHMC is also on Twitter: #Gr8rWithWIC. Check out what partners have tweeted about our project!