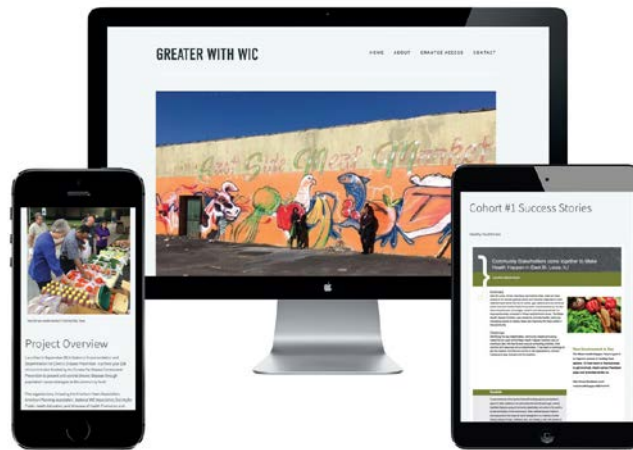


Greater with WIC: Using Technology to Amplify WIC Assets and Improve Recruitment and Retention of WIC Participants



Quinney Harris | National WIC Association | 2017 NWA Technology Conference

Disclaimer

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Background

- NWA's Community Partnerships for Healthy Mothers and Children (CPHMC) project is part of a large CDC grant, called **National Implementation and Dissemination for Chronic Disease Prevention (Partnering4Health)**
 - This 3-year cooperative agreement supports national organizations and their members in building/strengthening community infrastructure to implement population-based strategies to improve communities' health.

- The National Organization Awardees include:

- Category A


- National WIC Association (NWA)
- American Planning Association (APA)
- American Heart Association (AHA)



Community Capacity Building and Implementation

- Category B

- Society for Public Health Education (SOPHE)
- Directors of Health Promotion and Education (DHPE)



Dissemination and Training

Beyond the Clinic: Supporting WIC Clients and the Community

Community Partnerships for Healthy Mothers and Children

Primary Objectives:

1. Improve access to healthy food and beverage options
2. Improve access to chronic disease prevention and management services

Target population: Low income women and children

National Partners: American College of Obstetricians and Gynecologists (ACOG) and Altarum Institute

Local Partners: 30 local WIC agencies

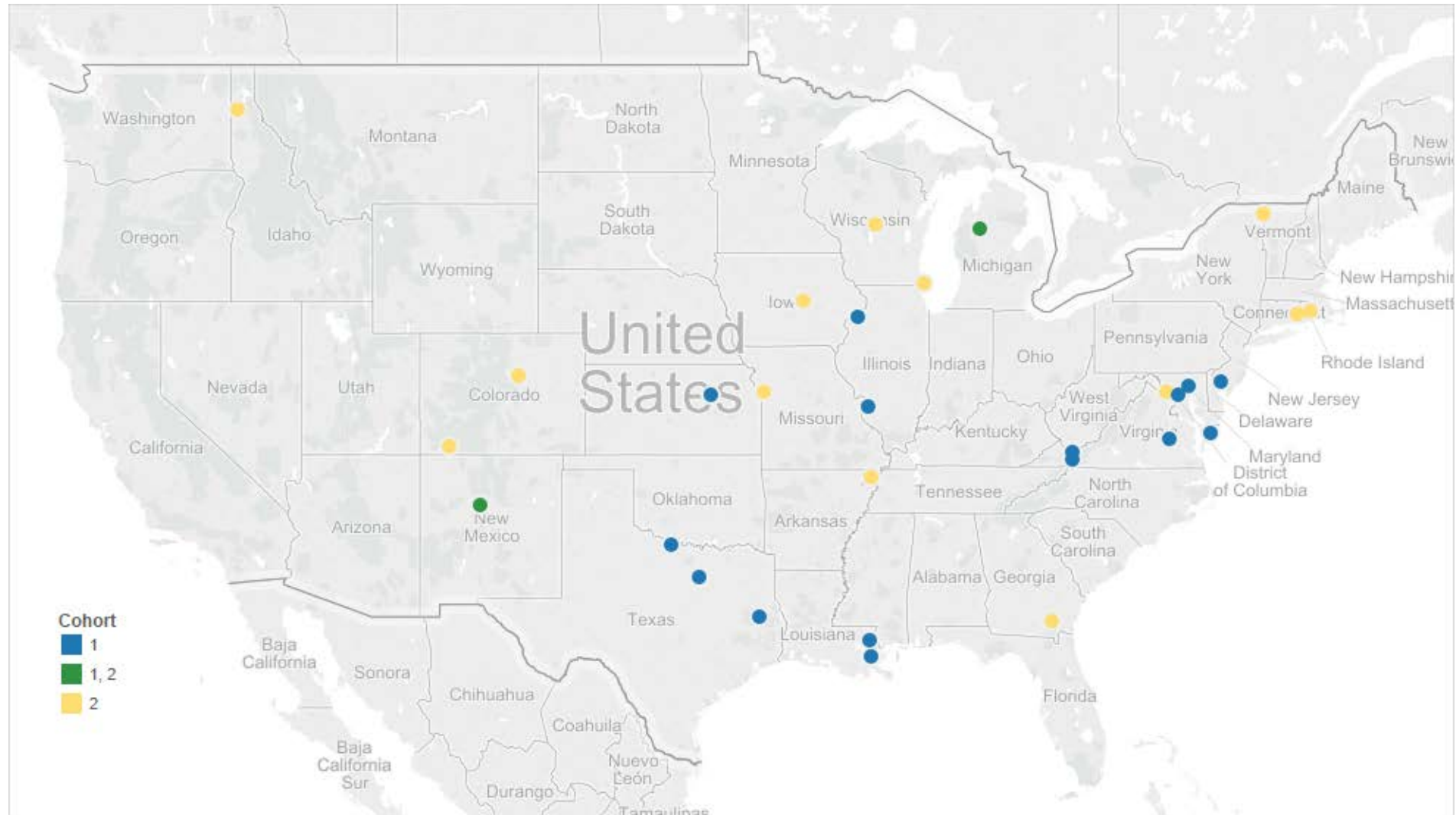


Project Leadership Team

- Project Coordinator from local WIC agency
- WIC client
- Women's health service provider like an OB/GYN or nurse practitioner



CPHMC Projects



Snapshot of Frequent CPHMC Partners

| Category/Sector | Sub Categories |
|---|---|
| Community Members | Moms, WIC Clients, Local Residents |
| Medical and Public Health Organizations | Pharmacies, Health Departments, Hospitals, WIC, Women's Services, Health Systems, Health Insurance Companies, Mental & Behavioral Health, Community Clinics, FQHCs |
| Media | Local Newspapers |
| Local Businesses and Community Orgs | YMCA, Community Centers, Community Development Orgs, United Way, Community Action Orgs, Chamber of Commerce, Foundations, Rural Health Services, Local Coalitions, Food Policy Councils, Environmental Orgs, Family & Aging Services |
| Education | Public School Districts, Master Gardeners, Head Start, Cooperative Extension, Smart Beginnings, SNAP-Ed, Universities, School Board, Vocational and Technical Colleges |
| Food Systems | Grocery Stores/Supermarkets, Food Pantries, Local Farmers/Farm Stands, Farmers' Markets, Food Distributors |
| Local and State Government | Department of Social Services, State Senators, Department of Human Resources/Services, Housing Authority, City Mayors, Police Department/County Sheriff's Office, Parks and Rec, Public Relations Officers, Commissioner's Offices, City Government, Public Libraries |
| Religious Orgs | Churches (Multiple Denominations) |
| Military | Military support services |

COALITION FOR HEALTH
Coalition For Health
Healthy Lifestyle Rx

Welcome to the Bonner County Coalition for Health page. If you have received a Healthy Lifestyle Rx (non-pharmaceutical prescription) from one of our Health and Wellness providers, please click on the appropriate link below for assistance

 Bonner Partners in Care Clinic
Bonner Partners in Care Clinic

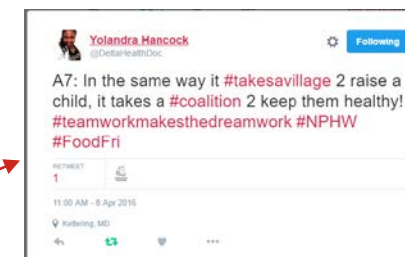
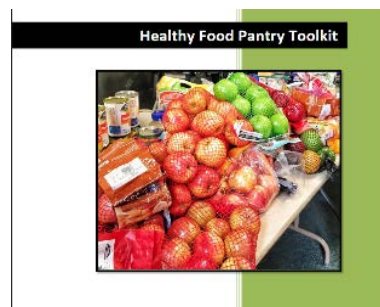
 Family Health Center
Family Health Center

 Kankakee Health Services
Kankakee Health Services

 Kootenai Health Clinics
Kootenai Health Clinics

 Poudre Health Center
Poudre Health Center

 Riverside Health Services
Riverside Health Services



What you need for easy shopping

 1. Your WIC Shopping List

 2. Your Texas WIC Approved Food Shopping Guide

 3. Your Wichita County WIC Local Store Shopping Guide



grow

GROW Coalition has paired with Russell and Tazewell Counties to bring you all the resources you need in one place to buy and try healthy foods, learn more about nutrition and wellness, places to exercise and spend your free time, agencies that can help you and your family and activities that are fun and mostly FREE!

 EAT

 LEARN

 SWEAT

 REACH OUT

 HAVE FUN

Visit our website:
<http://growswva.wix.com/growswva>

Like us on Facebook:
www.facebook.com/growswva



It's Water Time!



TAKE A SIP OF WATER AND SHARE AT
#CAPTAINHYDRO
TO WIN A WATER BOTTLE
<https://www.loudoun.gov/DocumentCenter/View/126497>

To Learn More...

Visit our website: www.greaterwithwic.org

