ALTARUM

SOLUTIONS THAT MATTER. HEALTH CARE THAT WORKS.

COMMUNITY PARTNERSHIPS FOR HEALTHY MOTHERS AND CHILDREN EVALUATION HIGHLIGHTS

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CPHMC Evaluation

▲ **Capacity**: Whether and how projects achieved increased collaboration across partners and increased community capacity to implement policy, systems and environment (PSE) change.

▲ **Project outcomes:** Whether and how projects achieved objectives to increase access to environments with healthy food or beverage options and increase opportunities for chronic disease prevention and care.

▲ **Success factors:** Describe what contributes---or presents challenges---to achieving objectives and sustaining project efforts.

Evaluation Data Sources

Capacity: Building Coalitions and Partnerships

Success Building Coalitions and Partnerships

▲Nearly all projects reported success with engaging coalition members….and most indicated the coalitions would continue beyond the project.

"I am surprised at the overwhelming support and involvement of our local government, stakeholders and community. Our coalition members are highly engaged and committed." (Cohort 1)

"This coalition will keep going and will continue to do this important work in the community. We all seem committed to the premise that policy, system and environment change should be part of our jobs, and building on this successful program makes the most sense." (Cohort 2)

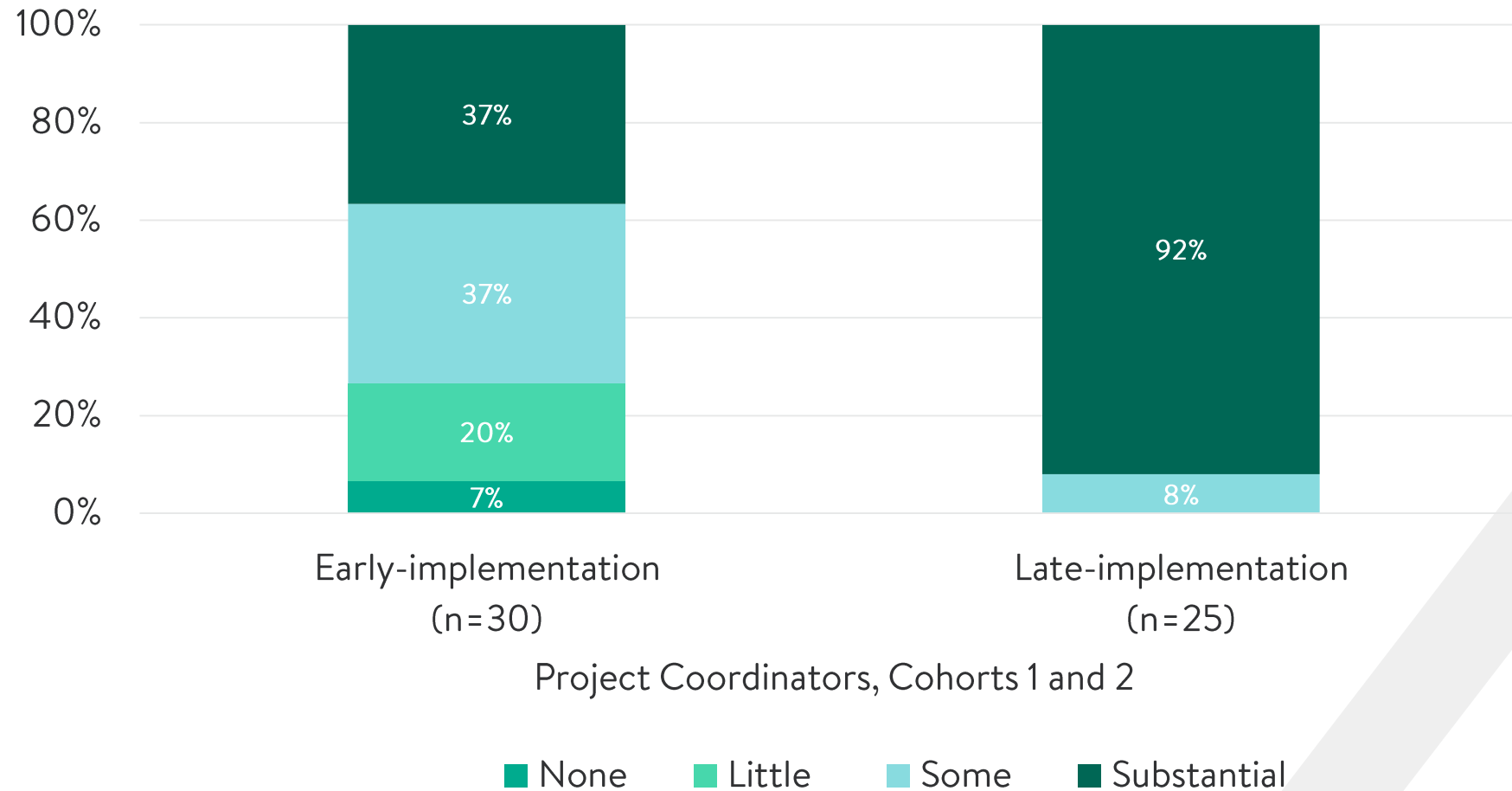# Success Building Coalitions and Partnerships

Perspectives from Partners

"It was just such a positive thing, a positive movement for our community….it benefitted the farmers, it's benefitting the doctors, the WIC clinic, the community, and the customers. All around it was a neat experience for me and for the community as a whole." (Partner)

"I've enjoyed the experience. That's one of the meetings that I like going to because just from the energy alone – that kind of feeds me too. It pushes me to pursue other things that I may never, I probably never would have pursued, if I did not have the interaction with these folks." (Coalition member)

Capacity: Building Coalitions and Partnerships

Early-implementation (n=30)
- None: 7%
- Little: 20%
- Some: 37%
- Substantial: 37%

Late-implementation (n=25)
- Some: 8%
- Substantial: 92%

Project Coordinators, Cohorts 1 and 2

Legend: None | Little | Some | Substantial

Capacity: Policy, Systems and Environment (PSE) Change
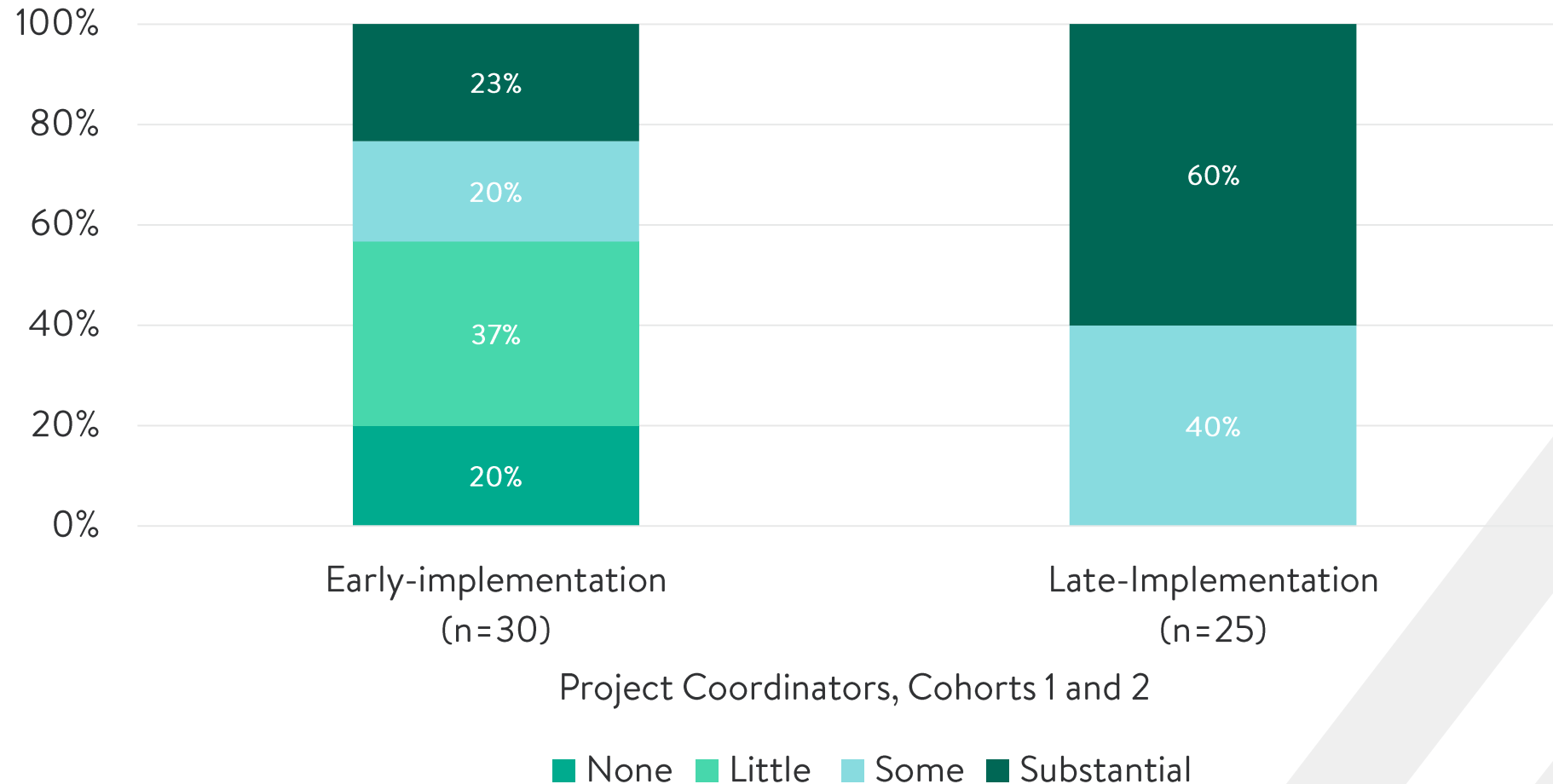
PSE Change: Lessons Learned

"The PSE change thing was huge… .going from individualized care to community engagement and policy change has been a big learning experience ." (Cohort 1)

"We had to have our partners have major buy in, knowing that that they did this for a reason and not just because Public Health is coming in and making them do this." (Cohort 2)

"I think it all goes back to the needs assessment. I think you have to do a thorough needs assessment to figure out what your population is really looking for, where is the gap. I think that's where you start." (Cohort 2)

"The experience helped us in expanding our traditional roles because we have skills and experience to offer to the community." (Cohort 1)

Capacity: PSE Change

Early-implementation (n=30)
- None: 20%
- Little: 37%
- Some: 20%
- Substantial: 23%

Late-Implementation (n=25)
- Some: 40%
- Substantial: 60%

Project Coordinators, Cohorts 1 and 2

Legend: None | Little | Some | Substantial

Project Outcomes

Project Successes: Healthy Food & Beverage Environments

▲ Strategies for healthy food in corner stores and food banks/pantries

▲ Promotion strategies for healthy foods

▲ New farmers markets, food banks, mobile grocers

▲ New tools for identifying community food resources

▲ Healthy options in restaurants

▲ Water availability in schools

Project Successes: Community and Clinical Linkages

▲Development of strong referral networks

▲New businesses that promote and welcome breastfeeding

▲Non-pharmaceutical prescriptions

▲New tools for identifying healthcare resources

▲Comprehensive breastfeeding training for providers

Project Successes: Technology Partners Beyond Social Media

▲Incorporating technology into partnerships (Nerds).

▲Communication technology to enhance shopping experience

▲Integrating into existing community resources through technology

▲Becoming a community resource

Success Factors

- Ensure community buy-in and facilitate effective community coalitions and partnerships.

- Foster ongoing communication and exchange of ideas among stakeholders.

- Leverage expertise of coalition members, partners and WIC staff.

- Be realistic and focused on the quality and feasibility—not quantity—of project objectives.

More Success Factors

▲Plan thoughtfully and recognize that time and resources are limited.

▲Learn/understand the cultural issues and needs of the community.

▲Recognize--and borrow--successful efforts of other groups.

Sustainability

▲ All projects reported they would continue to work with the community partners.

▲ Most projects reported that coalitions would continue to meet.

▲ Many projects reported they would seek funds from other sources to continue their activities, but would continue even if there was no additional funding.

"We are just getting started and the community is fully engaged and excited. We want to continue to grow." (Cohort 1)

"We've definitely been able to do some great things in our community with this grant. We definitely want to sustain this work and we've built it into our organization and within our partnerships, so that we can sustain it" (Cohort 2)

Conclusion

▲ CPHMC project experience demonstrates WIC's capacity to improve the community that exists outside of the clinic walls….to help families adopt healthy behaviors, have positive pregnancy outcomes and healthy children.

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