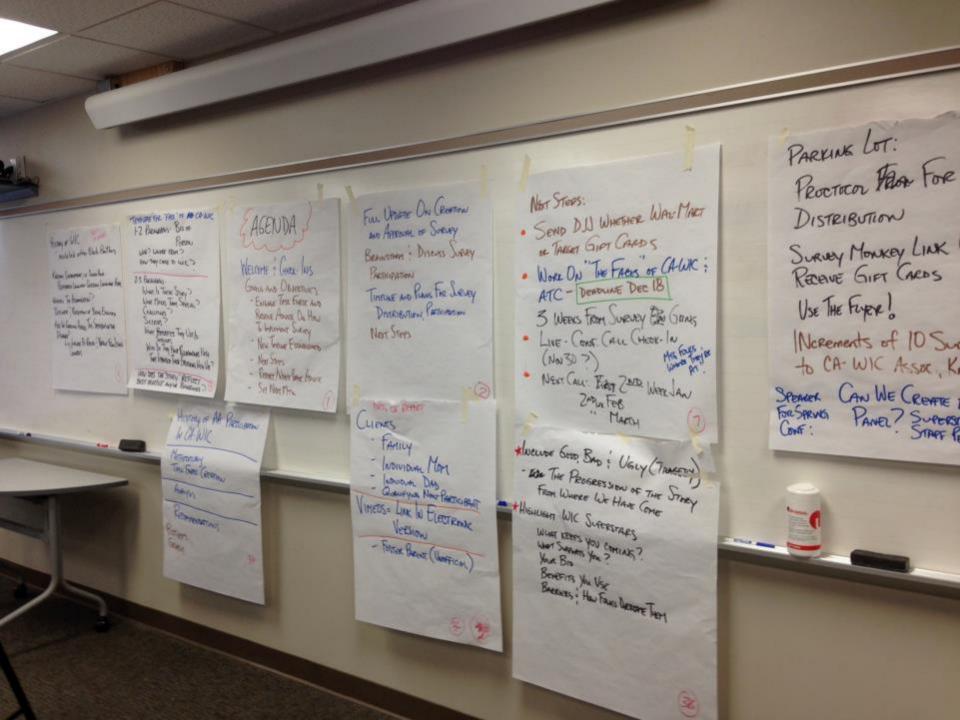
Ask the Community First: An Action Research Project Exploring the Experience of African Americans Within California WIC











AVERAGE PERCENTAGE OF AFRICAN AMERICAN WIC USERS

2010	8.39
2011	8.97
2012	9.42
2013	9.62
2014	9.64

Data Analysis, Research and Evaluation Section, WIC Program, California Department of Public Health, June 17, 2015

Why Ask the Community Initiative?

- Recognized that African-American community members are under-represented as users of the California WIC system.
- Ascertain what might be contributing, both positively and negatively, to African American mothers, fathers and families participating in California WIC programs
- Research, reflect on and articulate community-based action items
- Help local California WIC providers maximize African American mothers, dads and families participation

Dimensions of Ask the Community Initiative

14 member Task Force from across the state

Face to face meetings and conference calls

Designed surveys distributed to WIC participants, staff members, community partners and other stakeholders

Research and analysis

Demographics of WIC Participant Respondents

165 responses: 136 non WIC staff. 29 WIC staff

86.5% (141) current WIC participants

6% (10) were former WIC participants

11% (18 people) community members

96% female 4% males

Demographics of Employee Respondents

125 responses: 116 local WIC staff, 4 state staff, 5 non WIC staff

44% (55) – WNA

35% (44) - Registered Dietitians or degreed nutritionists

28% (35) lactation educators

About 5% lactation consultants

About 5% breastfeeding peer counselors (6 respondents each)

28 respondents played additional roles -- Community Health Outreach worker, site supervisor, health educator or administrative/clerk.

Demographics of Employee Respondents

21% (26 respondents) former WIC participants

3% current WIC participants

Over 50% identified themselves as staff members of a community organization (63 respondents)

29% professionals or para-professionals.

22% (27 people) community members

98% female, 2% males

Project Findings

- 50+ % survey respondents agreed with the statement "I often wonder why there are not more WIC staff members who look like me"
- 36% agreed "I often wonder why there are not more families who look like me at WIC clinics"
- 32% "feel that the racial-ethnic diversity of my local WIC office staff does not reflect the diversity of my community"
- 34% "feel that the racial-ethnic diversity of State WIC staff does not reflect the diversity of California"
- 36% felt "things that got in the way of WIC being more accepting, respectful and/or inclusive of African-Americans"

Barriers

Lack of African American staff at local WIC offices (63% WIC part. respondents)

Lack of African American staff at State WIC (55% WIC partic., 54% staff respondents)

Inability of WIC to conduct effective outreach into the African American community (46.5% WIC part. respondents)

Use of paper checks, rather than debit/EBT cards (46% WIC, 58% staff respondents)

Barriers

Lack of transportation or transportation difficulties (41% staff respondents)

Waiting for services takes too much time (57% staff respondents)

Not feeling comfortable participating in WIC program (46% said this was a barrier)

Not enough use of technology (45% said this was a barrier)

Top 3 most helpful attributes of WIC

Location of WIC food stores (71%)

I feel that WIC staff understand and respect me (63%)

Types of food in WIC are known to me (57%)

What will assist WIC to be more inclusive

- More African American staff (79% of respondents)
- Use texting for reminders (73% agreed)
- Posters and materials that include images of African
- Americans (71% agreed)
- Food selection/recipes that are familiar (70% agreed)

What will assist WIC be more inclusive

- Option for online classes (69% agreed)
- Inclusion of fathers (68% agreed)
- More AA breastfeeding peer counselors (65% agreed)
- Use of EBT instead of paper checks (64.6% agreed)
- Relationship with churches (61% agreed) –
- Location of sites close to where AA live (56%)

American Red Cross Women, Infants and Children (WIC) Program

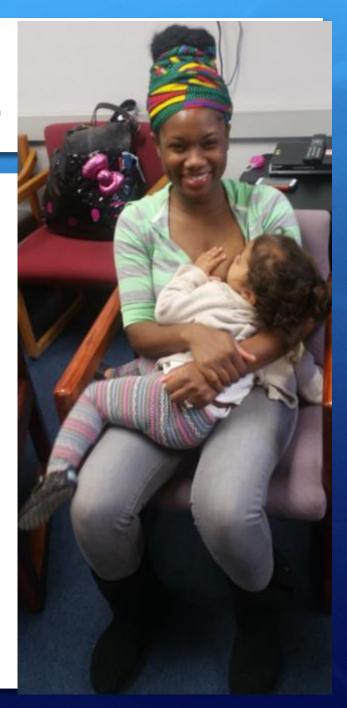


Planned Parenthood of Orange and San Bernardino Counties WIC



East and West Oakland WIC





City of Long Beach WIC Program Focus Group





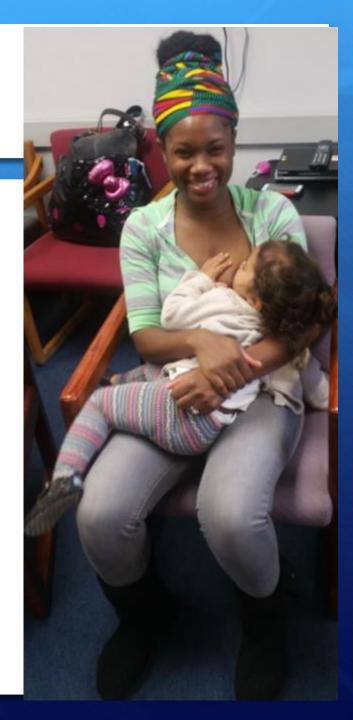






East and West Oakland WIC





PHFE WIC CinnaMoms



Riverside County WIC DADS

