



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

2016









Transcribe the first 10 AC cases
1-2 Preliminary Questions
Pardon
Who? Where? When?
How? Why? Cause? Effect?
2-3 Background
Where? In Time? Story?
What? Where? How? Success?
Character?
Setting?
What? How? Where? Why? Verb?
Adverb?
Who? In? Why? How? Success? Place?
How? Where? How? Success? How? Why?
How? What? How? Why? Result?
Best? Worst? Why? Success?

WELCOME : Guests - Mrs

- Explain These Forces And Reason Answer On How To Interpret Survey
- New Trend Establishment
- Next Steps
- Report When Same Answer
- Set Next Plan

Full Update On Creation
and Approval of Survey
Brainstorm: Discuss Survey
Participation
Timeline and Plans For Survey
Distribution, Participation
Next Steps

Next Steps:

- SEND DJJ WHETHER WAL-MART OR TARGET GIFT CARDS
- WORK ON "THE FACTS" OF CALWK;
ATC - DEADLINE DEC 18
- 3 WEEKS FROM SURVEY BY GAINS
- LIVE - CONF. CALL CHECK-IN (NOV 30 ?)
- NEXT CALL: FIRST 2ND WEEK JAN
2ND FEB
" MARCH

- * Include Good, Bad, Ugly (Tragedy)
- In The Progression of The Story
- * Highlight WIC Superstars
- What Kees...

WHAT KEEPS YOU COMING?
WHAT SUSTAINS YOU?
YOUR BIG
BENEFITS YOU USE
BARRIERS: HOW FAR DO YOU GET THEM

PARKING LOT:
PROTOCOL ~~FOR~~ FOR
DISTRIBUTION

SURVEY MONKEY LINK
RECEIVE GIFT CARDS
USE THE FLYER!

Increments of 10 Sur
to CA-WIC Assoc. K

SPEAKER FOR SPRING CONF: CAN WE CREATE A SUPERSTAR PANEL?

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

