



National WIC Association

# Community Policy and Systems Changes that Reinforce WIC's Impact

**Quinney D. Harris, MPH**

**Principal Investigator and Senior Program Manager**

CDC Project

National WIC Association

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# Overview

- WIC Community Health Leadership
- CPHMC Overview
- WIC Assets
- Local WIC Agency Panel
- Questions



*Why Might Local WIC Agencies  
Be Interested in Partnering in  
Community Health Projects?*

# WIC Working With Community Partners Can Help Provide the Full Spectrum of Support for WIC Clients



# WIC Community Health Leadership

- NWA's Community Partnerships for Healthy Mothers and Children Project
  - 3-year cooperative agreement with CDC
  - 30 local WIC agencies in 2 cohorts
    - Cohort 1: January 2015 – March 31, 2016
    - Cohort 2: February 15, 2016 – May 19, 2017
  - Project partners include:
    - ACOG
    - Altarum Institute
    - Other National Organization Awardees:
      - American Heart Association
      - American Planning Association
      - Society for Public Health Education
      - Directors of Health Promotion and Education



# Community Capacity Building and Focus Areas

- Build or enhance a coalition
- Assemble a leadership team
  - WIC client
  - OB/GYN or another women's healthcare provider
  - Project Coordinator from Local WIC Agency
- Conduct a needs assessment
- Develop a community action plan (CAP)
- Project 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





*Why Might Local WIC Agencies  
Want to Engage in Community  
Coalitions?*



# WIC Assets

Access to a population that can provide valuable insights on their needs and wants, and some are eager to engage in projects that help their community.



# WIC Assets

Professional and paraprofessional staff with a wealth of knowledge about nutrition and breastfeeding.



# WIC Assets

Established relationships with retailers and a built-in incentive for retailers to stock healthy products in order to be authorized as a WIC-approved vendor



# WIC Assets

Established relationships with health care and social service organizations through referral networks



# WIC Assets

Established in many communities as a trusted resource for families



# Community Policy and Systems Changes

- Leveraging WIC assets and expertise in a larger public health context
  - Consider the external and home environment
  - Community partnerships
  - Consistent messaging with other stakeholders
  - Make the healthy choice, the default choice through policy, systems, and environmental (PSE) changes



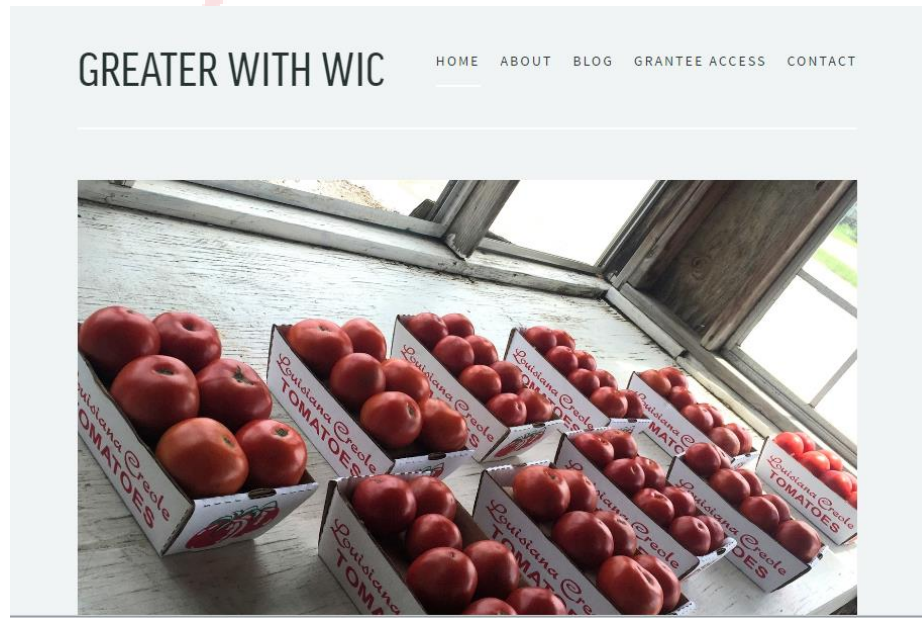
# Local WIC Agency Perspectives

- **Glencora Gudger, MA**,  
Community Partnerships  
Coordinator, Richmond City  
Health District – Richmond,  
VA
- **Marycatherine Augustyn,  
Ph.D.**, Research Associate,  
Family and Reproductive  
Health, Johns Hopkins  
Bloomberg School of Public  
Health
- **Janine Rethy, MD, MPH,  
FAAP, FABM**, Physician  
Advisor, Obesity and Chronic  
Disease Prevention, Loudoun  
County Health Department



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Quinney D. Harris  
[gharris@nwica.org](mailto:gharris@nwica.org)



# Questions

A hand in a blue sleeve is writing on a black chalkboard with white chalk. The text on the board reads "ASKING THE RIGHT QUESTIONS...".

ASKING THE  
RIGHT QUESTIONS...