

Innovative Community Partnerships for Chronic Disease Prevention, WIC Enrollment, and Retention

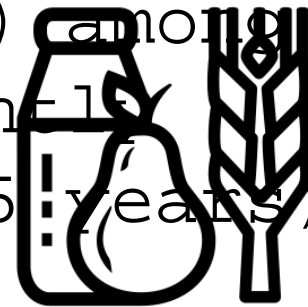
Sloan Gingg, MPH

SAN JUAN BASIN
public health

How
are
you?

WIC & Chronic Disease Prevention

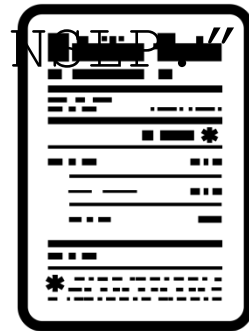
- Declines in obesity prevalence from 2010-2014 among WIC participants nationwide.¹
 - But, obesity prevalence in WIC children aged 2-4 years remains high at 14.5% in 2014.
 - National estimate (8.9%) among all U.S. children in a slightly different age group (2-5 years)



"MMWR." *Centers for Disease Control and Prevention.*
Centers for Disease Control and Prevention, 17 Nov.
2016. Web. 09 Mar. 2017.
<<https://www.cdc.gov/mmwr/volumes/65/wr/mm6545a2.htm>>.

Nutrition Assistance Programs: Cause or Solution to Obesity?

"SNAP, WIC, and NSLP increase economic access to an adequate diet but access alone is unlikely to be the total solution to obesity prevention. An ecological approach, incorporating the nutrition programs, appears to be a more promising strategy to leverage the impact of SNAP, WIC, and NSLP."



Why Address Chronic Disease?

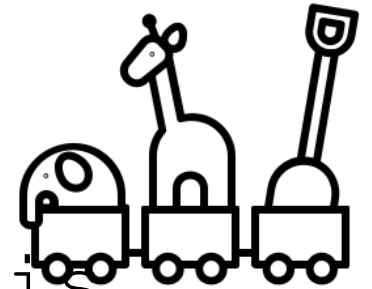
- Poor nutrition and inactivity contribute to childhood obesity
- Children who are obese are more likely to have adverse health conditions
- Children who are overweight or obese are more likely to be



Foltz, Jennifer L., Ashleigh L. May, Brook Betay, Allison J. Nihiser, Carrie A. Dooyema, and Heidi M. Blanck. "Population-Level Intervention Strategies and Examples for Obesity Prevention in Children." *Annual Review of Nutrition* 32.1 (2012): 391-415. Web.

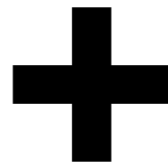
Chronic Disease Prevention & Early Childhood

- Reaching children at a young age improves their chances of embracing healthy messages and behaviors for a lifetime.
- Early childcare education is an established critical strategy in the fight against childhood obesity and other chronic diseases.



Head Start Partnership

- Same target audience
 - Income-based
 - Children up to 5 years old
- Referrals and retention + chronic disease prevention



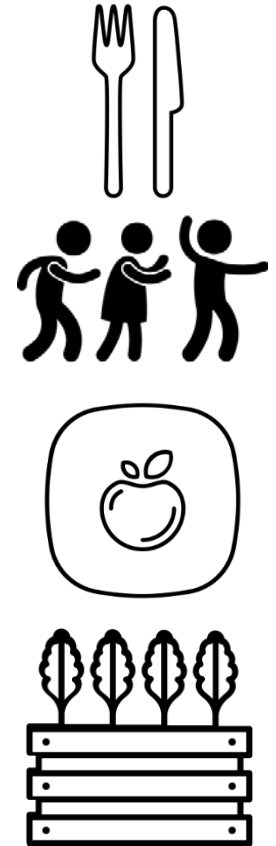
Referrals & Retention

- An established partnership with Head Start allows us to reach Head Start families who are eligible for WIC.
 - Program promotion
 - Retaining Head Start cl



Chronic Disease Prevention

- Increased access to healthy food
- Increased access to opportunities for physical activity
- Increased placement and promotion strategies for healthy foods
- Increased number of preschool gardens



Subsidized Local Food

- WIC as a *local* program for increased access to *local* healthy food
 - Durango already had a few organizations working to promote local food

SUBSIDIZED LOCAL FOOD

+ NUTRITION EDUCATION &



SHARE OUR STRENGTH'S
COOKING
MATTERS™



Free Farm Stands



- Farm-to-consumer retail outlets are associated with consumption of fruit and vegetables¹

1. Singleton, Chelsea R., Monica Baskin, Emily B. Levitan, Bisakha Sen, Ermanno Affuso, and Olivia Affuso. "Farm-to-Consumer Retail Outlet Use, Fruit and Vegetable Intake, and Obesity Status among WIC Program Participants in Alabama." *American Journal of Health Behavior* 40.4 (2016): 446-54. Web.

Free Farm Stands

- Preschool farm stands have been shown to increase purchase and consumption of fruits and vegetables.



Evans, Alexandra E., Rose Jennings, Andrew W. Smiley, Jose L. Medina, Shreela V. Sharma, Ronda Rutledge, Melissa H. Stigler, and Deanna M. Hoelscher. "Introduction of Farm Stands in Low-income Communities Increases Fruit and Vegetable among Community Residents." *Health & Place* 18.5 (2012): 1137-143. Web.

Market Promotion

Is your garden
too bountiful?

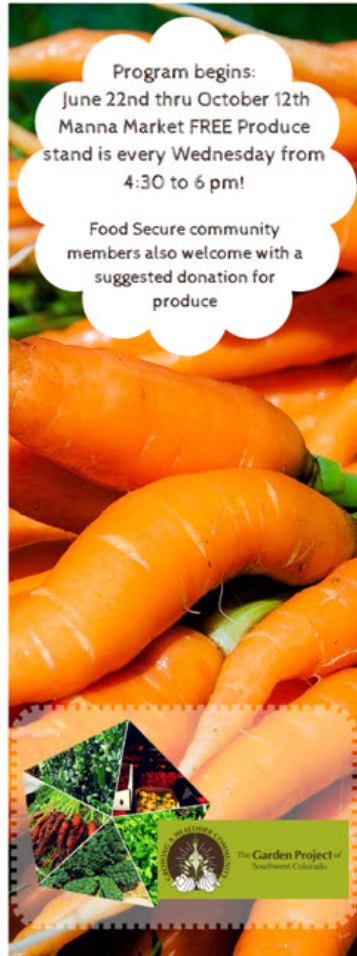
The Manna Market FREE Produce Stand accepts donations every Wednesday from 1-3 pm at the Manna Soup Kitchen Garden. Help get fresh produce to the people who need it the most!

Please only donate food that is of sufficient quality for your own table.
No large Squash Please.

Washing is not necessary but is GREATLY appreciated.

Alternate drop off at Manna before 1pm daily except for Wednesdays. Wednesday 1-3 pm is the preferred drop off time. Please contact us with questions, gleaning opportunities, or future partnerships.

brooke@thegardenprojectswcolorado.org



Program begins:
June 22nd thru October 12th
Manna Market FREE Produce stand is every Wednesday from 4:30 to 6 pm!

Food Secure community members also welcome with a suggested donation for produce

SAN JUAN BASIN
public health



**WEDNESDAYS
4:30 - 6 P.M.**

FREE, FRESH, LOCAL PRODUCE
FOR THOSE WHO NEED IT

**MANNA SOUP KITCHEN
1100 AVENIDA DEL SOL, DURANGO**

FOOD SECURE INDIVIDUALS ALSO WELCOME WITH A SUGGESTED DONATION



**IS YOUR
GARDEN TOO
BOUNTIFUL?**

HELP GET FRESH PRODUCE TO THE PEOPLE WHO NEED IT MOST!
DROP OFF EXTRA PRODUCE FROM YOUR GARDEN
WEDNESDAYS 1-3 P.M.
Contact brooke@thegardenprojectswcolorado.org
for alternate drop off times.

SAN JUAN BASIN
HEALTH

IN COLLABORATION WITH COMMUNITY PARTNERSHIPS FOR
HEALTHY MOTHERS AND CHILDREN GRANT

Manna Market as a Food Resource Hub



Easy Ratatouille

Makes 6 servings

Ingredients:

- 1 large or 2 medium eggplants
- ½ cup olive oil
- ½ tsp salt
- ½ tsp freshly ground black pepper
- 1 medium zucchini, roughly chopped
- 1 medium onion, roughly chopped
- 1tbsp fresh thyme leaves, chopped
- 1tbsp minced garlic
- 2 medium tomatoes, roughly chopped
or 3 cans plum tomatoes, drained
- ½ cup minced fresh parsley
or basil leaves, for garnish

Materials:

- Cutting board
- Sharp knife
- Measuring cups
- Measuring spoons
- Large skillet
- Spatula



Don't let your produce go bad. Food storage tip:

Refrigerate eggplants and zucchini, unwashed, in a plastic bag in the vegetable drawer. The limited air exposure and colder temperatures will help preserve vitamins and keep the vegetables fresh longer.

How
are
you?

Manna Market as a Food Resource Hub



CATCH Curriculum

- CATCH (Coordinated Approach to Child Health) Early Childhood
 - Designed to nurture a love of physical activity, provide introduction to classroom-based gardening and nutrition, and encourage healthy eating in children.
 - Meets federal physical activity guideline



demic

CATCH Curriculum

- Worked with Head Start administration to approve CATCH implementation and teacher training
- Hosted a CATCH Early Childhood training
- Purchased curriculum for Head Start



How
are
you?

CATCH Curriculum



CATCH Curriculum

"The kids like trying out the new materials each time I bring them out. We have used it frequently to help out on bad weather days when we cannot go outside and have to go in the cafeteria for large motor activities." – Jamie Smith, Head Start Site Director



Food of the Month Lessons

DECEMBER CORNMEAL



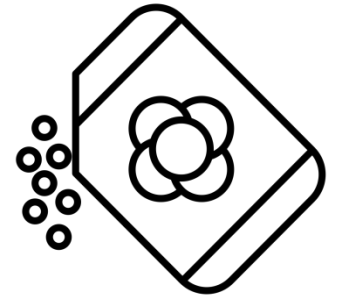
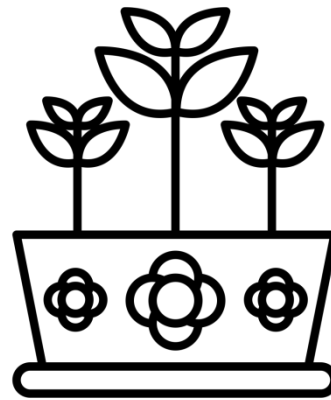
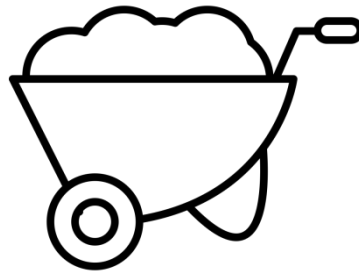
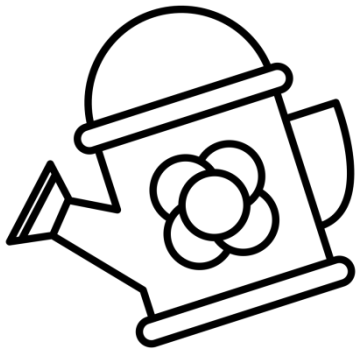
Nutrition Fun Fact: corn is very high in fiber.

How
are
you?



Preschool Gardens

- New gardens at two Head Starts
 - Container garden
 - Raised beds
 - CATCH includes garden-based lessons



Summary

- WIC Partnership with Head Start
 - Referrals and retention + chronic disease prevention
- Positioning local WIC agencies as local resource for chronic disease prevention
 - Strategic communications
 - Strategic community partnerships
 - Tailored interventions



Next Steps

- Future funding
 - Continued partnership with Head Start
 - Mobile



Questions?



Sgingg@sjbpublichealth.org