

# Johns Hopkins University WIC Community Partnership for Healthy Mothers and Children

## **Purpose:**

- Reduce chronic disease prevalence
- Focus on risk factors of poor nutrition and limited access

## **Policy, Systems, and Environmental strategies and *twin approach***

- Population-strategies  
Baltimore and Maryland residents
- Targeted interventions  
WIC participants  
WIC eligible but not participating residents

This presentation will focus on population strategies

# Step 1: We Need A Coalition

## What We Did

Strengthened an existing multi sectored coalition with the complementary goal: Increase access to healthy and affordable food in food deserts

Partnered with The Baltimore Food Action Commission (Food Pac), a collaboration between the Baltimore City Departments of Planning and Health, Office of Sustainability, and Baltimore Development Corporation

Members: organizations focused on hunger; policy; retail; advocacy; farming/gardening; nutrition education; research; transportation; faith community; education; and health

**But .... Where is WIC??**

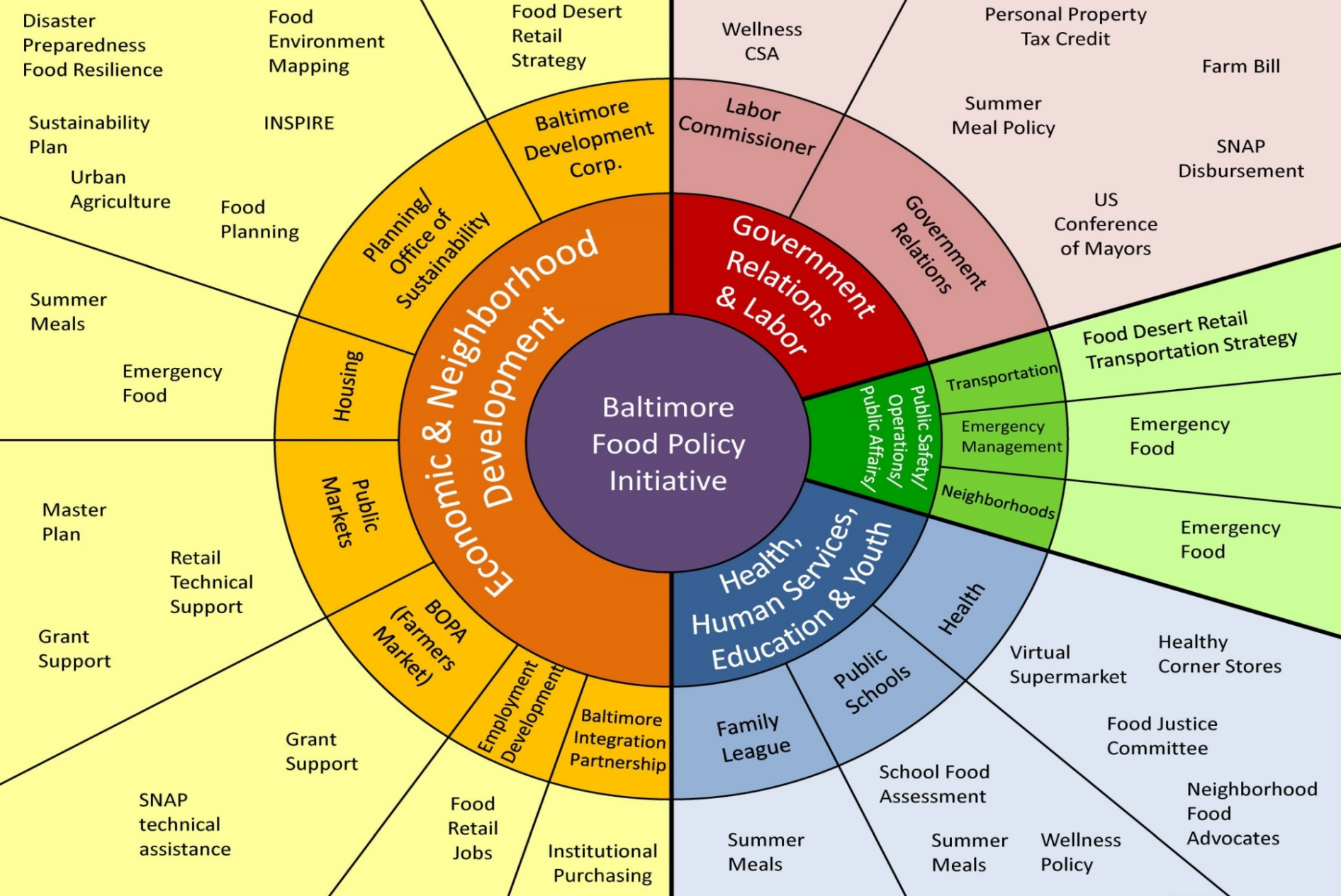


# The Work Of Food PAC

# LET'S GET IN ON THE ACTION!







Source: <http://planning.baltimorecity.gov/baltimore-food-policy-initiative>

# Food PAC

## Four Broad Strategies

- 1) Economic and Neighborhood Development  
Ex: Food Environment mapping
- 2) Government Relations and Labor  
Ex: Personal Property Tax Credit
- 3) Public Safety Operations and Affairs  
Ex: Food Desert Retail Transportation Strategy
- 4) Health, Human Services, and Youth  
Ex: Food Desert Healthy Corner Stores

# Economic and Neighborhood Development

## Food Environment Map

### BFPI and The JH Center for a Livable Future

#### Purposes

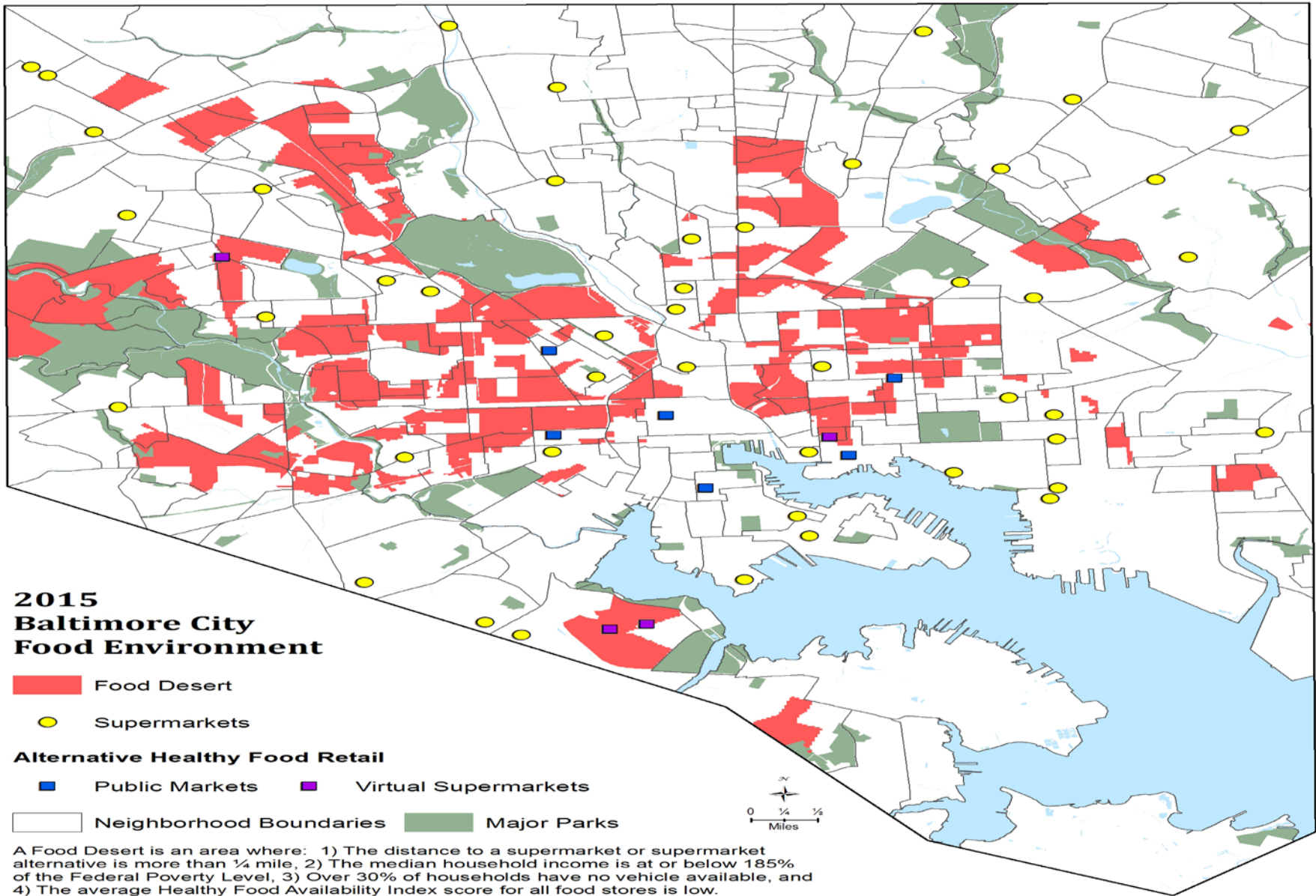
- Draw attention to food access patterns in Baltimore
- Assist with policy development and implementation
- Identify where need for improved access to healthy food is concentrated

#### Overlays

- Emergency food outlets, government nutrition programs; food banks, stores that accept food stamps/WIC; schools offering free/reduced and summer meals

Used to develop Food Desert Retail Strategy to address healthy food access challenges/ barriers in Baltimore





# Economic And Neighborhood Development

## Food Environment Map

### What We Did

Provided data to develop an overlay of City WIC clinic locations

Provided data to develop an overlay of City WIC vendors

Expanded WIC outreach activities

Located a WIC clinic within identified resource poor and limited food access neighborhood



# Government Relations And Labor

## Example: Food Desert Personal Property Tax Credit

### Food Desert:

- 20% of Baltimoreans live in a Food Desert

### Tax credit: approved by City Council 2015, Mayor signed 2016

- 10-year, 80% credit against personal property tax for markets locating in or making significant improvements

### Qualifications

- Food Desert location
- $\geq$  \$150,000 or \$25 per sq.ft expended on new personal property
- $\geq$  500 sq.ft. dedicated to fruit/vegetables
- $\geq$  500 sq.ft dedicated to other perishable goods

Government Relations and Labor  
Food Desert Personal Property Tax Credit  
What We Did

Attended City Council meetings

Provided written and vocal support in the community

Facilitated student involvement in the legislative process

Provided community education

# Public Safety Operations and Affairs

## Example: Food Desert Retail Transportation Strategy

Majority of Baltimoreans prefer to shop at full-service supermarkets.

Transportation strategy next necessary step to bring people to food and food to people

Coalition provided Maryland Transit Authority guidance on how to address a new bus plan's impact on food deserts

Recommendations included : outfitting bus stops and busses for ease of grocery transport; partnering with ride sharing companies, shuttles, and mobile markets

Public Safety Operations and Affairs  
Food Desert Retail Transportation Strategy  
What We Did

Provided data of City WIC clinic locations and WIC vendors

Supported and facilitated location of a farm truck convenient to WIC participants

Provided information about the special needs of families and parents traveling with children



# Health, Human Services, and Youth

## Example: Healthy Corner Stores (Baltimarket)

### Approximately 660 Baltimore Corner Stores

- small stores selling a limited range of groceries and household goods
- mainly inner city residential areas
- more accessible to residents than larger full service markets

### Baltimarket works with a subset of corner stores

- stocking/selling fruits, vegetables, whole grains, low-fat dairy, healthy snacks/drinks
- providing technical assistance, loans, grants, mentorship and supply chain development
- training Youth Neighborhood Food Advocates to promote healthy food options in the community

# Health, Human Services, and Youth Healthy Corner Stores What We Did

Provided information to corner stores to educate them on how to qualify as a WIC vendor

Sat on the Healthy Corner Stores Task Force to provide guidance on recruiting and retaining Corner Store participants and Youth Neighborhood Food Advocates

Provided data about WIC participants' preferences for fruits and vegetables

# Summary

## A Critical Lesson Learned

Linkages will advance the goals of the WIC Program

Partners enable both parties to achieve jointly which neither can accomplish alone

Prospective partners are “out there” and can expand the traditional WIC reach. Think outside the box!

JH WIC benefited from the existence of a previously convened coalition of approximately 60 diverse partners

However, establishing a partnership with even one other partner can advance and extend WIC’s work and impact

# Conclusion

## Get WIC at the Table!





# Johns Hopkins University WIC Community Partnership for Healthy Mothers and Children

David Paige

Susan Gross

Janice Henderson

Rhonda Wicks

Pat Waddy

Jasina Wise

A “multitude” of students

