

Weld County WIC: Leveraging Partnerships

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We'll Cover:

- Types of outreach
- How to find and make contact with partners
- Conducting meetings & follow-ups
- Examples and outcomes of our partnerships
- Takeaways



Finding Partners:

- Look at the partnerships you have— are there any you can build on or strengthen?
- Go to meetings in your community
- Ask around!



Types of Outreach

- At first: one-on-one meetings with individual agencies
- WIC 101 presentations
- Sit on committees, coalitions, go to community meetings
- Table at events*



Contacting Partners:

- Ask for an e-mail intro
- Cold calls and e-mails: don't be shy!
- Drop in
- Be the squeaky wheel!



Conducting Meetings & Follow-Ups:

- Go to them
- Have a plan: what do you want, and what can you deliver?
- Don't be shy
- Wrap up with action items
- Follow up frequently



Partner Examples and Outcomes:



- Banner Health
- Nurse Family Partnership
- North Range Behavioral Health- WINGS
- Salud Family Health Centers
- United Way of Weld County



Weld Food Bank



Immigrant &
Refugee Center

NORTHERN COLORADO



GREELEY
RECREATION

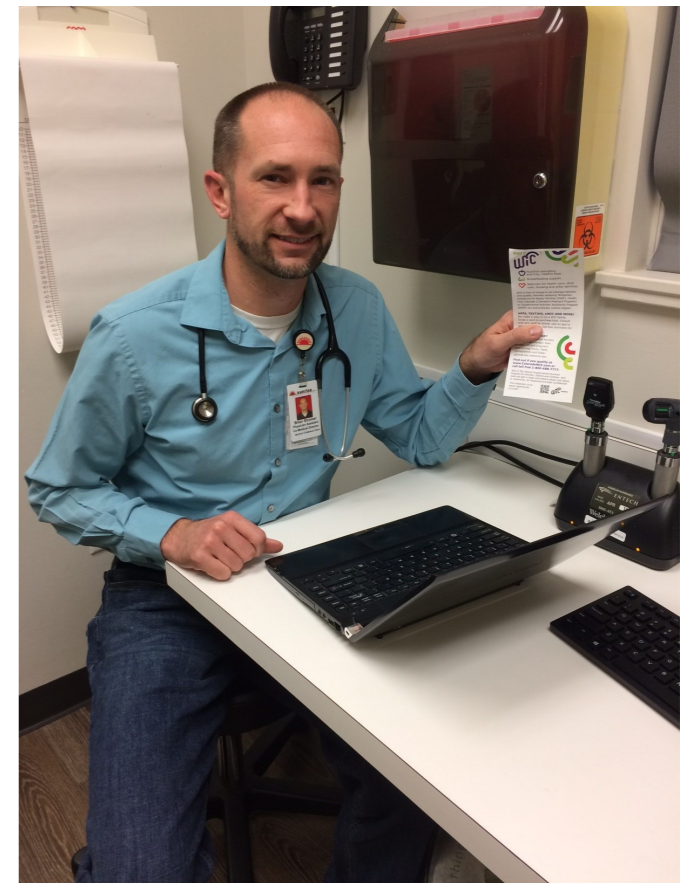


Northern Colorado Doula Association



FQHC Integration

- New provider orientations
- Dietitian access to EHR
- Referral system
- Clinic calls
- Radios
- Centering pregnancy
- Events (diaper drive, CHC week)
- Wrap-around care
- AM rounds- NEW



sunrise
COMMUNITY HEALTH



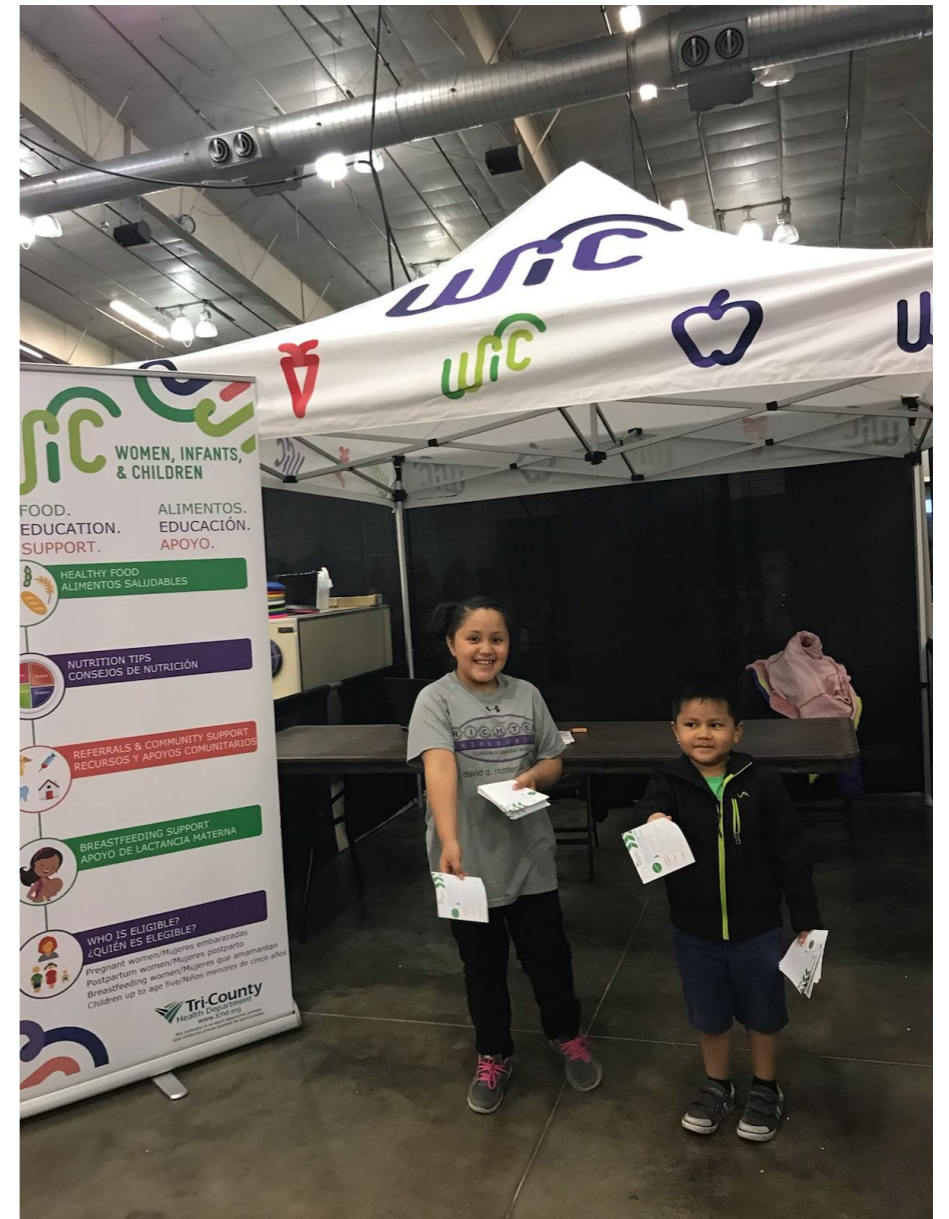
Outcomes: Does it Work?

- Still carrying out WIC Innovations work
- Adjustment of expectations: don't just look at caseload! Look at qualitative measures, too
- No two clinics are alike, even within the same agency



Takeaways:

- It's worth it to devote time to community partnerships
- Don't be afraid to ask more than once (or in a different way)
- Start small and have an agenda
- Consider qualitative measures of success, not just caseload
- Have fun and show your passion for WIC!



Thank you!

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