



DAVIDSON COUNTY WIC OUTREACH: Community Partnerships For Holistic Patient Care

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Objectives

1. Explain how the services provided by the WIC Program are related to preventative care.
2. Describe 2 ways in which community partnerships can improve the quality of WIC services.
3. Name 3 educational or health care services that Davidson County WIC participants are exposed to through community partnerships.

WIC's Mission

“To **safeguard the health** of low-income women, infants, and children up to age 5 who are at nutrition risk by providing nutritious foods to supplement diets, information on healthy eating, and referrals to health care.”

Preventative Health Care

The goal of preventive health care is “to **protect, promote, and maintain health and well-being** and to prevent disease, disability, and death.”

Public health and general preventive medicine focuses on promoting health, preventing disease, and managing the health of communities and **defined populations**.

Current Research: *Benefits and Costs of the Food and Nutrition Targets for the Post-2015 Development Agenda*

- Length-for-age (stunting) is a better indicator of long term under-nutrition than weight-for-length (wasting)
- Child growth depends on dietary intake (quality and quantity) for the first 1000 days, i.e. for the mother during pregnancy, and for the child during the first two years of life
- Stunting not as predictive of mortality as underweight, but much more predictive of economic outcomes (cognitive scores, education and wages)
- Child height at age two is a good predictor of achieved adult height
- Achieved adult height is associated with wages and economic development

Current Research: *Changing WIC Changes What Children Eat*

	July to December 2008	July to December 2011
Breastfeeding Initiation	72.2%	77.5%
Delaying Solids (>4 months of age)	90.1%	93.8%
Daily Fruit Consumption (Children 1-4 years)	87.0%	91.6%
Daily Vegetable Consumption (Children 1-4 years)	78.1%	80.8%
Daily Whole Grain Consumption (Children 1-4 years)	59.0%	64.4%
Switch from whole milk to low-fat/non-fat milk (children 2-4 years)	66.4%	69.4%
Weight-for-length \geq95th percentile (Infants 1 year)	15.1%	14.2%
BMI \geq95th percentile (Children 2-4 years)	14.6%	14.2%

Current Research: *Prevalence of Childhood and Adult Obesity in the United States, 2011-2012*

- Overall, no significant change from 2003-2004 through 2011-2012 in high weight for recumbent length among infants and toddlers, obesity in 2- to 19-year-olds, or obesity in adults.
 - 8.1% of infants and toddlers
 - 16.9% of 2-19 year olds
 - 34.9% of adults 20 years and older
- BUT there was a significant decrease in obesity among 2- to 5-year-old children (from 13.9% to 8.4%).

Current Research: *Effects of the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC): A Review of Recent Research*

WIC Participation:

- Positively associated with gestational age and mean birth weight
- Substantial improvements in low and very low birth weight
- Associated with improved diets, including increased iron density, fewer added sugars, and a greater variety of foods
- Associated with greater utilization of health care and curative health services including preventative and restorative dental care

Davidson County WIC

- 53% of all newborns in Davidson County participated in WIC in 2011.
 - 9,601 births in 2011
 - 5,130 newborns became WIC participants in 2011
- Nationally 61% of infants were eligible for WIC in 2012.
- Average monthly WIC participation for Davidson County in 2014 was 18,110.

Davidson County WIC Outreach

- Hospitals
- Mobile Clinic
- Community Events





Hospitals



Four Major Hospital Partnerships



1. Vanderbilt University Medical Center
2. St. Thomas Midtown
3. Centennial Medical Center
4. Nashville General Hospital

Goal of WIC Hospital Partnerships

- Collaborate with hospital lactation staff
- Network and communication with children's hospital staff
- Educate hospital staff on WIC services
- Increase participation of WIC eligible families
- Eliminate transportation barriers



CDC's Research to Practice Brief: *Does breastfeeding reduce the risk of pediatric overweight?*

- Initiation of breastfeeding resulted in decrease overall risk of pediatric overweight
- Duration of breastfeeding is inversely related to pediatric overweight
 - “For each month of breastfeeding up to age 9 months, the odds of overweight decreased by 4%.”
- Exclusive breastfeeding seems to have a stronger protective effect on pediatric overweight than breastfeeding and formula feeding
- Overall 15-30% reduction in odds of overweight

Collaboration with Lactation Staff

Identify participants
eligible for WIC breast
pumps

TEN STEPS TO SUCCESSFUL BREASTFEEDING

Every facility providing maternity services and care for newborn infants should:

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within a half-hour of birth.
5. Show mothers how to breastfeed, and how to maintain lactation even if they should be separated from their infants.
6. Give newborn infants no food or drink other than breastmilk unless *medically* indicated.
7. Practise rooming in - allow mothers and infants to remain together - 24 hours a day.
8. Encourage breastfeeding on demand.
9. Give no artificial teats or pacifiers (also called dummies or soothers) to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

Collaboration with Lactation Staff

Communicate with
Outreach
Breastfeeding Peer
Counselor

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Collaboration with Lactation Staff

Teach prenatal
breastfeeding classes
at hospital centering
classes

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Hospital Collaboration and Education

- Vanderbilt Medical Residents shadow at local WIC clinics
- Social workers collaborate with WIC staff to serve infants with Neonatal Abstinence Syndrome
- NICU and children's hospital staff identify WIC participants needing specialty formulas



What is Women, Infants, and Children?
WIC is a federal program which provides supplemental foods, nutrition education, breastfeeding support, and referrals to other healthcare agencies. WIC services are available for low-income pregnant, postpartum and breastfeeding women, infants and children until the age of five.

Davidson County WIC Clinics

Lentz WIC Clinic 2500 Charlotte Avenue Nashville, TN 37209 Phone: 615-340-5619	South Nutrition Center 3718 Nolensville Pike Nashville, TN 37211 Phone: 615-880-3210
East WIC Clinic 1015 East Trinity Lane Nashville, TN 37216 Phone: 615-862-6626	Woodbine WIC Clinic 224 Oriol Avenue Nashville, TN 37210 Phone: 615-862-7940

Davidson County offers postpartum hospital certifications at **Vanderbilt, General, St. Thomas-Midtown, and Centennial Hospitals.**

To find WIC documents, formulary, income guidelines, and locations of out-of-county clinics please visit:
<http://health.state.tn.us/wic/>



Davidson County also has a **Mobile WIC Clinic** that travels around Nashville providing WIC services. For more information, call 615-905-1942.



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Unique Hospital Partnership

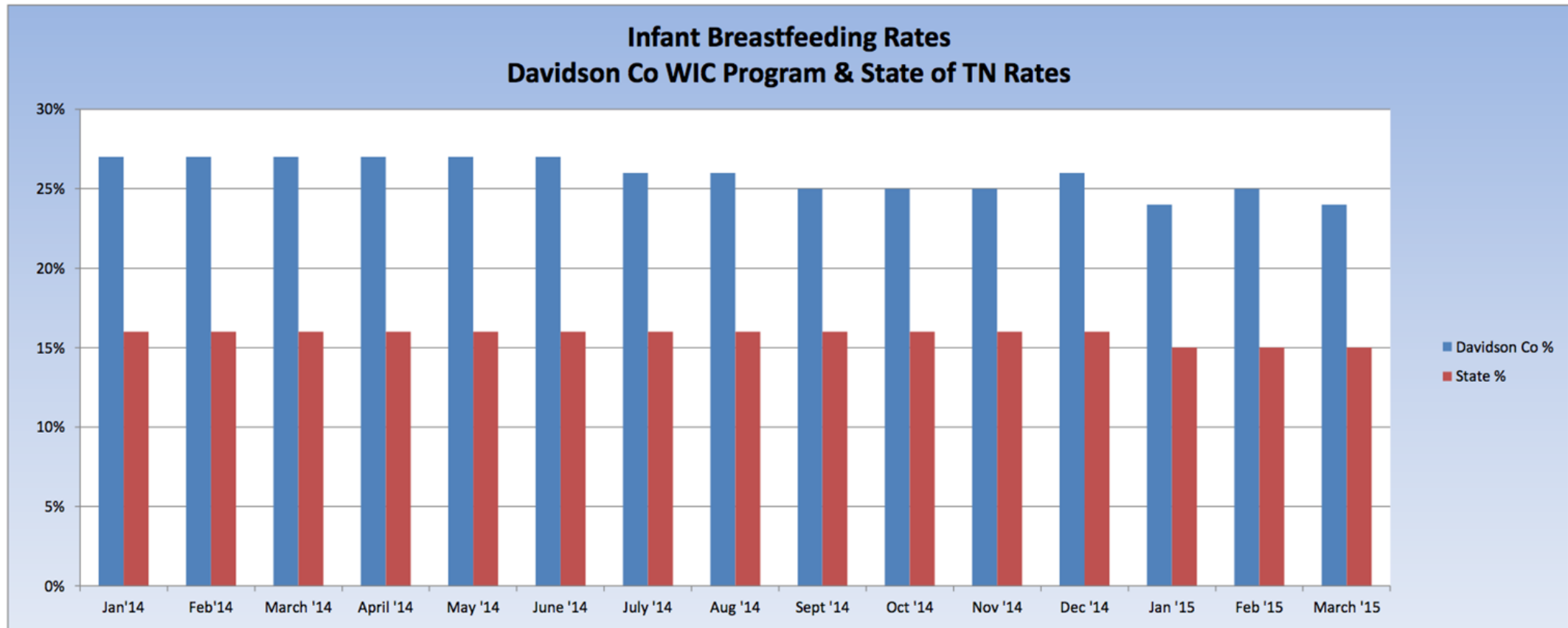


Vanderbilt Children's Hospital Injury
Prevention Program

Outcomes of WIC Hospital Outreach

- Help hospitals achieve Baby-Friendly Hospital Initiative
- Serve an average of 10% of Davidson County participants
- Certify families that may otherwise not receive WIC services
- Provide cohesive breastfeeding support to WIC mothers

Davidson County Breastfeeding Rates





MOBILE CLINIC

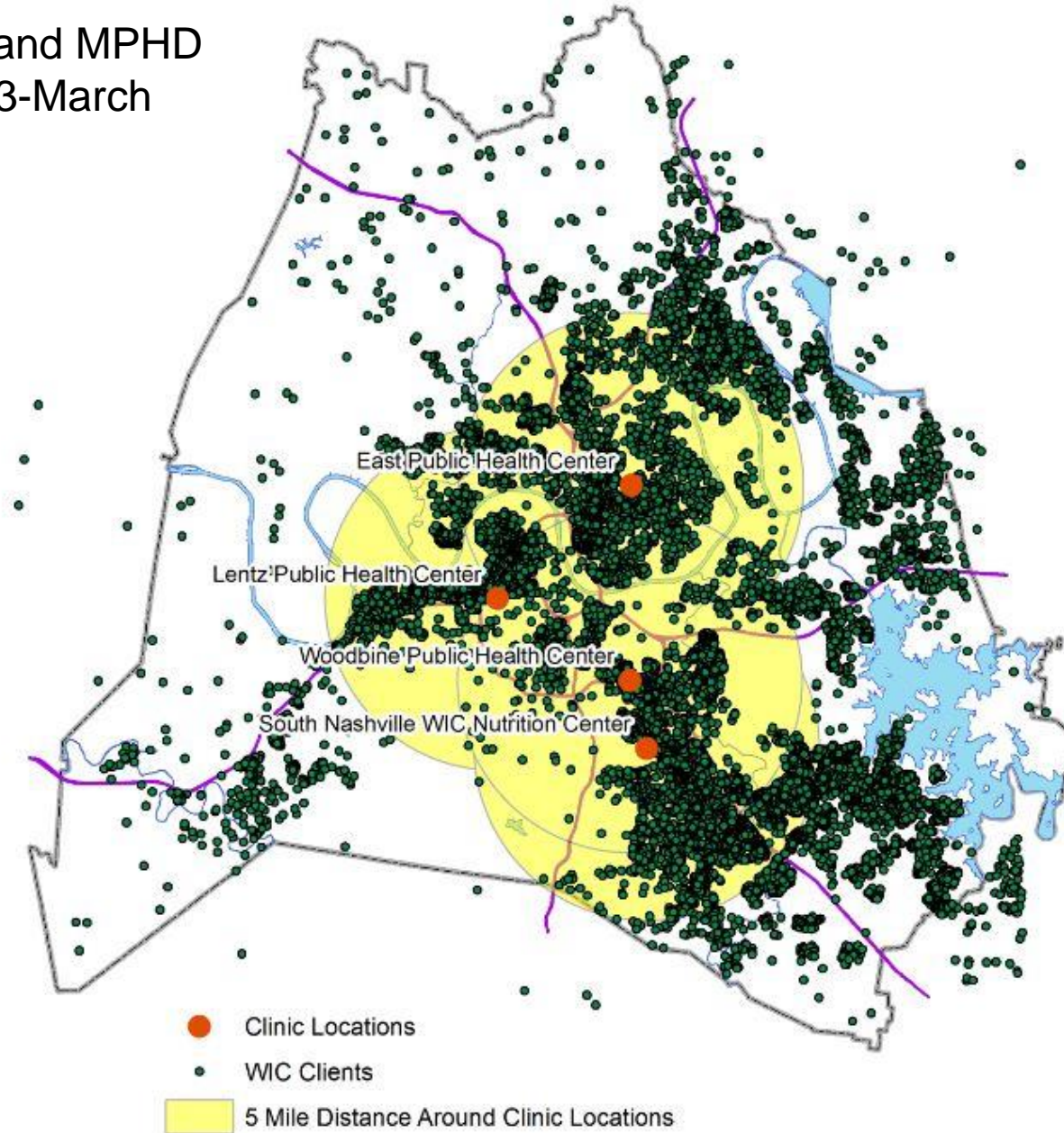




Goals of the WIC Mobile Program

- Reduce transportation barriers
- Participant retention after the first year
- Improve nutrition and birth outcomes for Davidson County's most vulnerable populations

WIC Client Home Addresses and MPHD
Clinic Locations, January 2013-March
2015
Metro Nashville-Davidson County



Access to WIC Clinics

43% of WIC participants in FY 2009 lived in three adjacent zip codes in the Southeast quadrant of Davidson County.

Transportation

MTA Bus Fares

Adult 19 and up	\$1.70
Child 5-18	\$1.00
Child 4 and under	Free

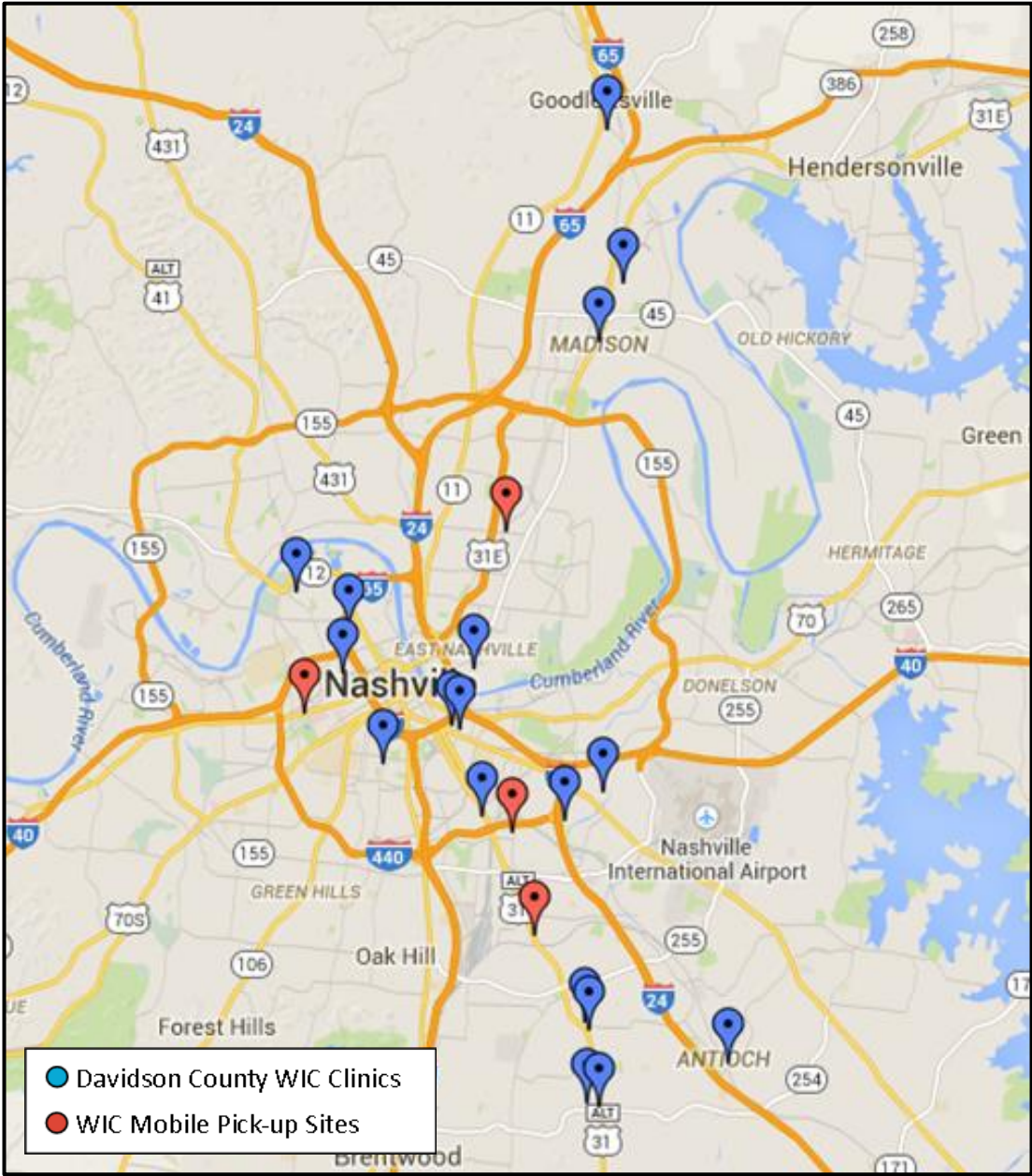


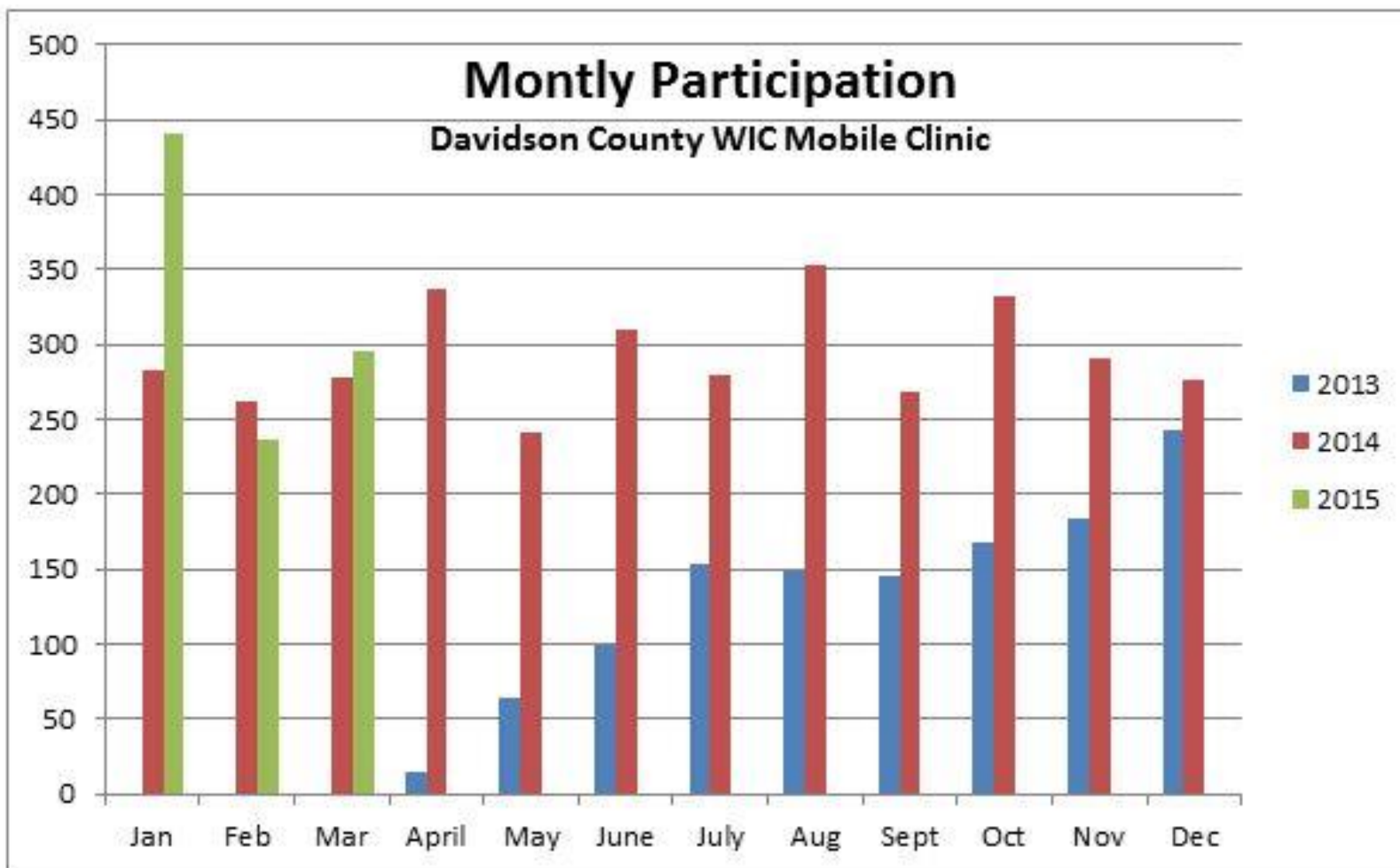
Single Adult

Straight route, no connection	\$3.40
1 bus change	\$6.80
2 bus changes	\$13.60

Family- 1 adult, 1 child over 4 years, 1 child under 4 years

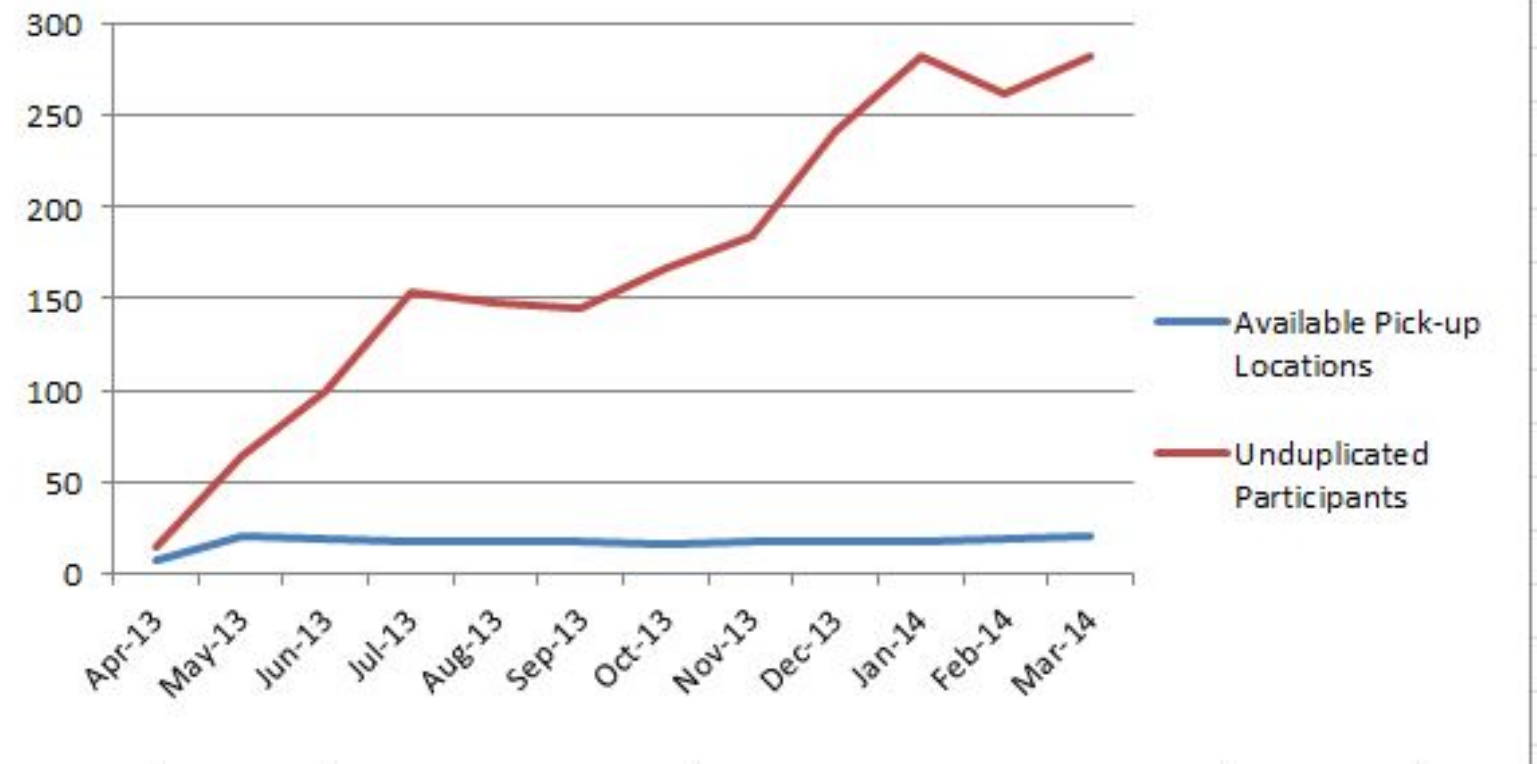
Straight route, no connection	\$5.40
1 bus change	\$10.80
2 bus changes	\$21.60





Participation vs. Availability

Davidson County WIC Mobile Clinic



Partnering Organizations

- Progreso Community Center
- Casa Azafrán
- Center for Refugees and Immigrants of Tennessee
- Church of the Redeemer
- The Branch Food Bank
- Matthew's Memorial United Methodist
- World Relief
- Metro Development and Housing Agency
- Nashville Public Libraries
- Millwood Manor Apartments



Casa
azafrán
community center

CENTRO COMUNITARIO

PROGRESO

COMMUNITY CENTER



world relief™ 



Matthews Memorial UMC 

Services Provided by Partnering Organizations

Health and Wellness

- Fitness classes
- Health education
- Healthcare services
- Cooking classes
- After school programs
- Summer feeding programs
- Food assistance

Life Skills

- Computer classes
- ESL classes
- Immigration services
- Homeownership assistance
- Entrepreneurship assistance
- Employment services
- Citizenship test prep
- Refugee relocation services

World Relief

- Adult ESL
- Job readiness
- GED prep
- Cultural orientation
- Kindergarten readiness
- Health insurance assistance



Sudekum

- Taking a Leap Forward Grant
 - Job training
 - Employment stability
 - Entrepreneurship assistance
 - Financial literacy
- GRE readiness courses
- Weight management/cooking classes



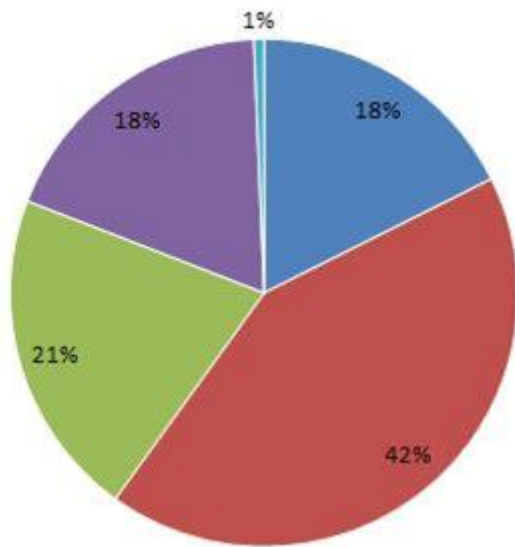
Nashville Public Libraries

- Story time
- Library card sign ups
- Early childhood literacy promotion

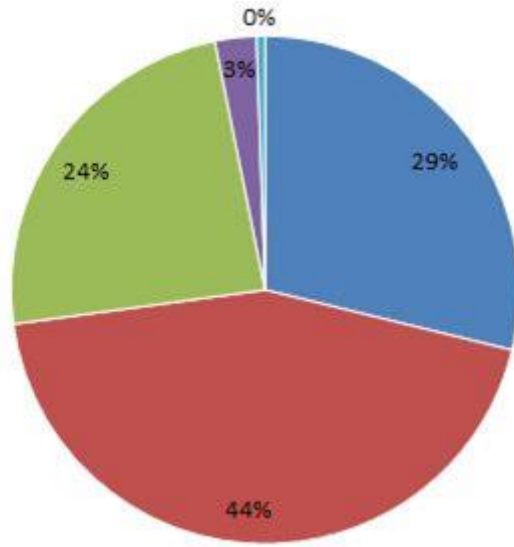


Demographics: Ethnicity

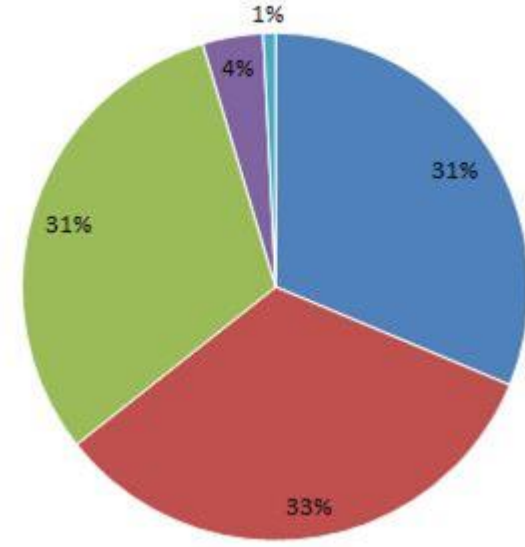
Mobile Clinic



Hospital Outreach



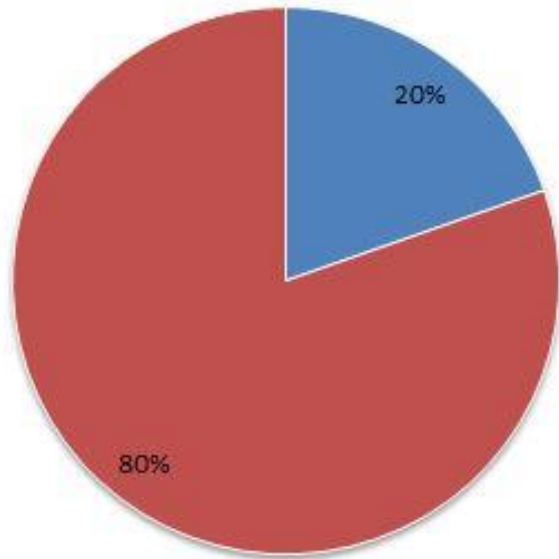
All Other Clinics



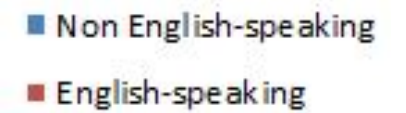
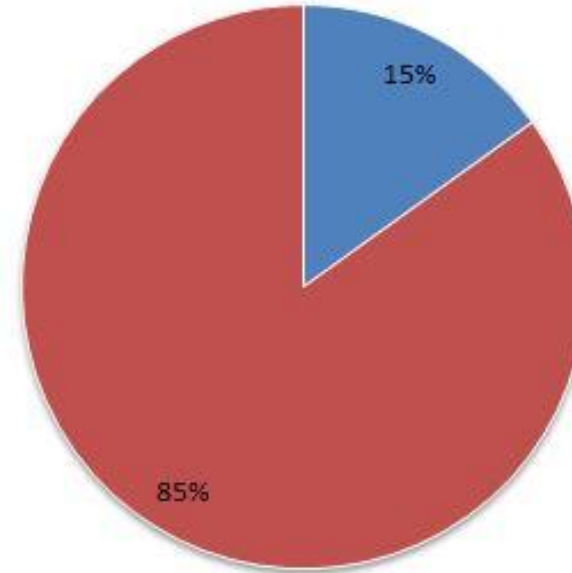
- White
- Black
- Hispanic
- Asian
- Other

Demographics: Language

WIC Mobile Program



Davidson County WIC



WIC Mobile Outcomes

Anticipated Benefits

- Reduce transportation barriers
- Increase Participant retention
- Improve nutrition and birth outcomes for Davidson County's most vulnerable populations

Additional Benefits

- Improved cultural competency and cross-cultural communication
- Reduced language barriers
- Stronger relationships with community partners
- Networking and referrals



COMMUNITY EVENTS



Goals of Community Events

- Reach new eligible participants
- Retain current participants
- Educate community members and organizations
- Participate in community breastfeeding events
- Networking and referrals



Types of Community Events

- Parent support groups
- Pregnancy resource centers
- Teen pregnancy support groups
- Women's health fairs
- Head Start parent meetings
- Children's resource fairs
- Community gatherings
- Nashville Breastfeeding Coalition
- Local media appearances



Community Outreach Activities

- Provide WIC handouts & giveaways
- Food demonstrations
- Nutrition education
- WIC Q&A
- Breastfeeding education & promotion



Tied Together Parent Support Group

- Goals:
 - Teach positive parenting skills
 - Support good health outcomes
 - Reduce infant mortality
- 9-week curriculum:
 - Immunizations
 - Brain development
 - Health and Nutrition
 - Safety
 - Discipline



Nashville Task Force on Refugees and Immigrants

The Task Force is a group of individuals and representatives from organizations around Nashville who meet to network and discuss issues related to refugees and immigrants.

The Brentwood Alumni Chapter of Kappa Alpha Psi and
The Psi Phi Chapter of Zeta Phi Beta Sorority Inc.
presents its:

2nd Annual Community Health Fair

*"Empowering and Educating Minorities to Close
the Health Gap"*
*"Bringing Providers and Community
Members Together"*

Location: Global Mall at the Crossings
(Center Court)
Date: August 9, 2014
Time: 9am - 2pm

The following screenings and health
information will be provided **FREE OF CHARGE**

HEALTH & WELLNESS INFORMATION:

Advocare – Nutritional	Hypertension
Blood Donations	Infant Nutrition
Breastfeeding Promotion	Prostate Cancer
Health Springs – Medical Insurance	TENnderCare
Ear, Nose & Throat	Type 2 Diabetes

SCREENINGS:

Body Mass Index – St. Thomas Hospital and Vanderbilt Medical Center	
Blood Pressure	Foot & Ankle
Dental	Sickle Cell

Sponsored By:



For More Information, Please Contact Eric Foley (615.424.0324) or Ken McMichael (615.498.7884)

*Free backpacks and school supplies will be provided
on a first come-first serve basis. Kids must be present.*



Become a Citizen Now!

Free Citizenship Assistance Workshop

With the support of legal and community volunteers, our citizenship assistance workshops provide an opportunity for local immigrant families to receive free assistance in applying for naturalization, opening the doors for increased civic participation and integration.

To make an appointment, call (615) 414-1030

Am I Eligible to Apply for Citizenship?

- Are you over 18 years old?
- Have you been a lawful permanent resident for at least 5 years?
- Or, if you received your green card through marriage, have you been a lawful permanent resident for at least 3 years?
- Have you had continuous presence in the United States while you were a lawful permanent resident?
- Can you read, write, and speak basic English? (There are some exemptions to this requirement).
- Do you have "good moral character" and have not been convicted of certain crimes?

Saturday, September 21st
Appointments available from 9:30-11:30am



Nashville Breastfeeding Coalition



Community Events

- Sip and See
- Big Latch On
- Breastfeeding Welcomed Here Campaign
- Best Baby Shower
- Ban the Bags Campaign
- Support Groups

World Breastfeeding Week Event


- Nashville Fire Department
- Meharry Pregnancy Program
- Fetal Infant Mortality
- Nashville Birth Network
- Catholic Charities
- Conexion Americas
- Tied Together



You are invited to
WIC Baby Shower
In Celebration of
National Breastfeeding Month

Date: August 15th, 2014
Time: 12:30pm-2:00pm
Location:
The Coleman Center
384 Thompson Lane
Nashville TN 37211

Games,
Food and
Door Prizes!


Metro Public Health Dept
Nashville, TN 37203
Promoting and Protecting Health

WIC/USDA is an equal opportunity provider and employer

OBJECTIVES

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Sources

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