

Greater with WIC: Leveraging Partnerships to Improve Access to Healthy Foods and Beverages

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National WIC
Association



WIC Community Health Leadership

NWA's Community Partnerships for Healthy Mothers and Children Project

- 3-year cooperative agreement with CDC
- 32 local WIC agencies in 2 cohorts
- Project partners include:
 - ACOG, Altarum Institute
 - Other National Organization Awardees: AHA, APA, SOPHE, and DHPE
- Requirements: Coalition, leadership team, needs assessment, CAP, and 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



NWA's Vision

Promoting WIC Assets

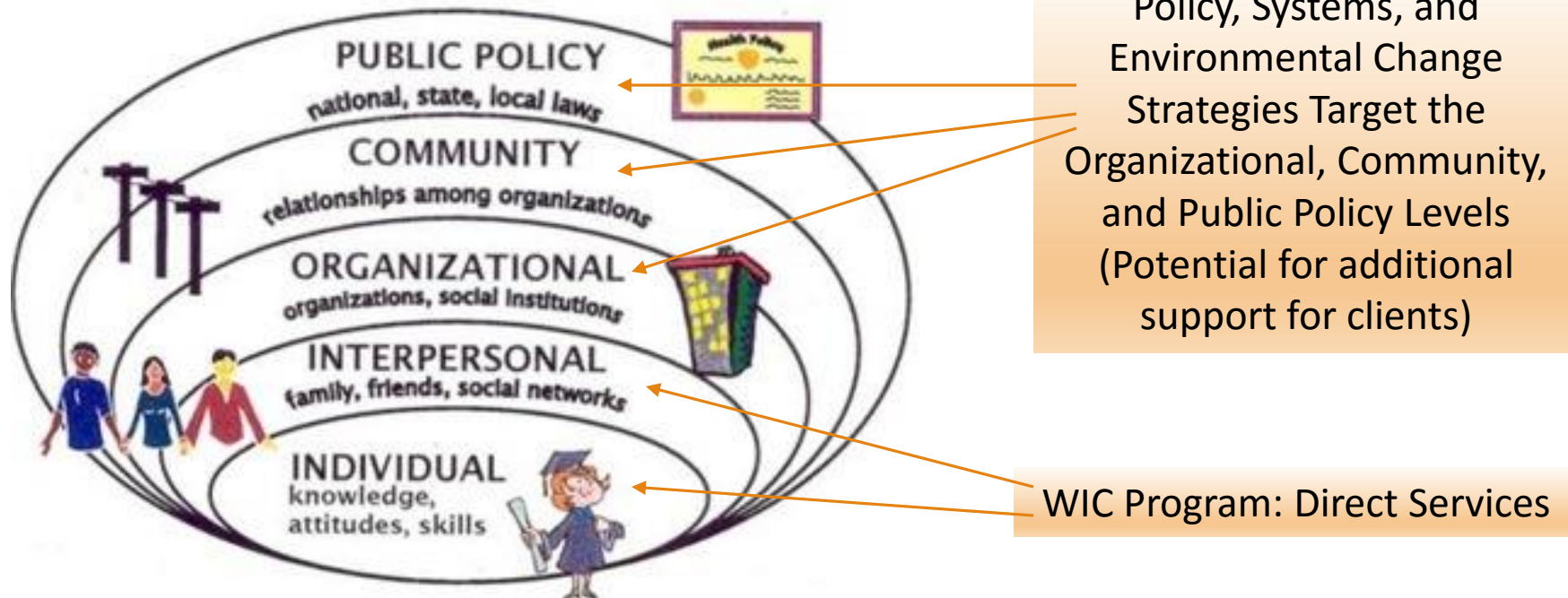
- Trusted community resource
- Insights on client and community needs
- Knowledgeable staff
- Established community relationships

Serving clients beyond the clinic walls

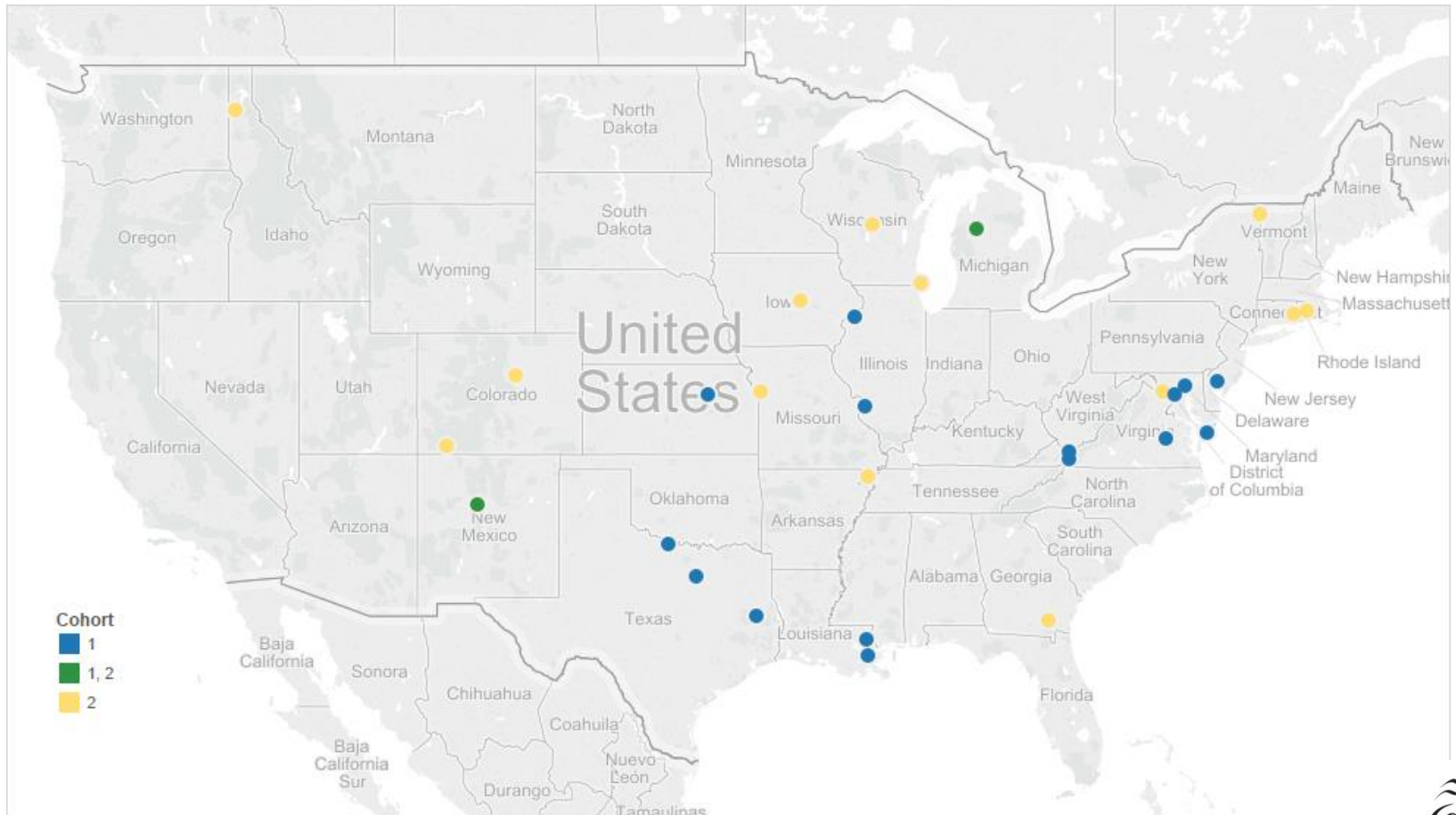
Empowering WIC staff and clients to be engaged in a leadership role



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

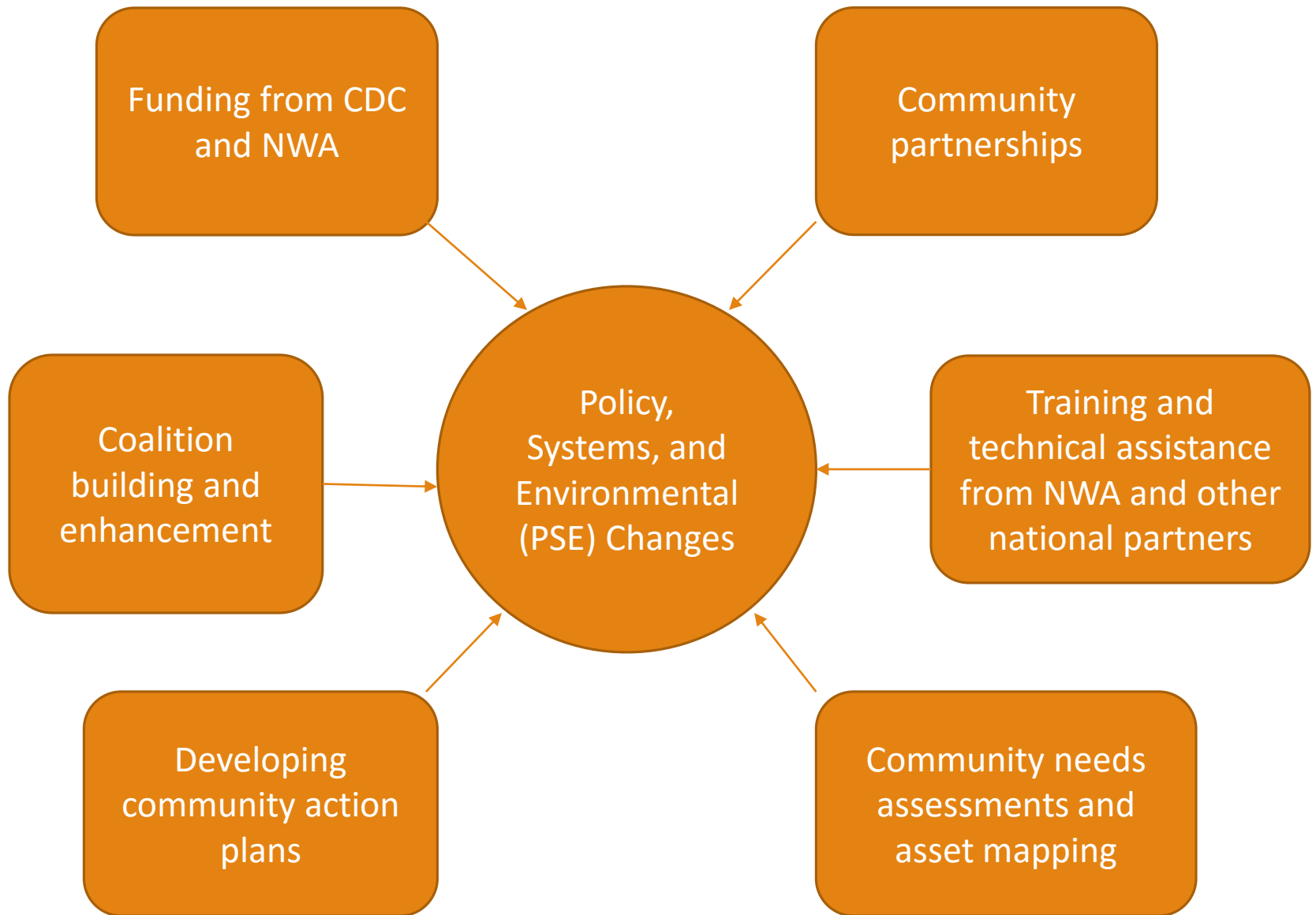


CPHMC Projects



Sector	Sub Categories
1. Medical and Public Health Organizations	Pharmacies, Department of State and Health Services, Health Departments, Hospitals, Eye Center, Family Planning, Family Medicine/Primary Care, WIC, Women's Services, American Academy of Pediatricians (State Affiliate), Health Systems, Health Insurance Companies, Behavioral Health Center
2. Local Businesses and Community Organizations	Convention & Visitors Bureau, YMCA, Community Center, Community Development Organizations, Farm Bureau, United Way, Community Action Organizations, Chamber of Commerce, Local Newspaper, Hispanic Center, Foundations, Rural Health Services, Planning Council, Radio Station, Local Coalitions, Racial/Ethnic Affinity Organizations, Banks, Health Care Advocacy Organization, La Leche League, Food Policy Initiative, Charities, Neighborhood Improvement Council, Environmental Organizations, Parenting Center, Boys and Girls Club, Gym
3. Education	Public Schools, Public Library, Master Gardeners, Head Start, Cooperative Extension, Department of Nutrition and Dietetics (Local University), Medical School, Community College, Smart Beginnings, SNAP-Ed, School District, Nursery, Universities
4. Food Retail	Grocery Stores/Supermarkets, Food Pantries, School Food Service, Local Farmers/Farm Stands, Corner Store Owners, Food Processors, Farmers Markets, Food Markets, Mobile Grocery, Food Companies, Meals on Wheels, Food Distributors, Farmers Market Association,
5. Local and State Government	Department of Social Services, State Senator, Department of Human Resources, County Administrators, County Planning Department, State Representative, Housing Authority, Mayor, County Sheriff's Office, Parks and Recreation Services, Public Relations Officer, Commissioners Office, County Senior Center, City Government, Food and Nutrition Service,
6. Religious Organizations	Churches (Multiple Denominations)
7. Military	Air Force Base, Army Installation Department of Public Health, Army Hospital





PSE Accomplishments to Date

- More fresh produce at food banks
- More healthy options in corner stores



PSE Accomplishments to Date

- Farmers' markets brought to the community
- Community gardens established



PSE Accomplishments to Date

¡Por Vida!
¡Mejor Comida ¡Por Vida!

**Eat Well, Wichita County
Choose ¡Por Vida!**

Nopales Tacos.....\$7.00
Choose 2: Grilled Chicken, Fresh Side Salad
or Boiled Potatoes

Veggie Burrito.....\$7.00
Choose 2: Grilled Chicken, Fresh Side Salad
or Boiled Potatoes

Fiesta Chicken Salad.....\$7.50
Lettuce, tomatoes, onion, jalapenos, cilantro,
green bell peppers, cheddar cheese, avocado, salsa

GUTIERREZ Restaurant

Proud ¡Por Vida! Participant
www.EatWellWichitaCounty.com



- Healthy menu changes/labelling
- Better signage and shelf-talkers in stores to promote healthy foods and improve WIC shopping experience

PSE Accomplishments to Date

- Better access to free drinking water during the school day at elementary schools
- Gardening curriculum taught by local farmers implemented at elementary and pre-schools



PSE Accomplishments to Date

- Designated healthy community spots
- Designated breastfeeding friendly spaces



PSE Accomplishments to Date

- Mobile vending ordinance passed, eliminating barriers to selling fresh produce
- Ordinance establishing a tax credit for food outlets in food deserts passed



For More Information...

Project Website: www.greaterwithwic.org



www.greaterwithwic.org

ON SOCIAL

CPHMC is also on Twitter: **#Gr8rWithWIC**. Check out what partners have tweeted about our project!

