

# Building Strong Community Partnerships for Healthy Mothers and Children

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# Background

- This project is part of a large CDC grant, called **National Implementation and Dissemination for Chronic Disease Prevention**
  - This 3-year cooperative agreement supports national organizations and their members in building/strengthening community infrastructure to implement population-based strategies to improve communities' health.
- The National Organization Awardees include:
  - National WIC Association (NWA)
  - American Planning Association (APA)
  - American Heart Association (AHA)
  - Society for Public Health Education (SOPHE)
  - Directors of Health Promotion and Education (DHPE)

Community Capacity  
Building and  
Implementation

Dissemination and  
Training

# Purpose of the Project

- To create and implement community-driven plans to reduce chronic disease through **policy, systems, and environmental (PSE)** strategies.

## **Risk Factors:**

1. Poor nutrition
2. Lack of access to chronic disease prevention, risk reduction, and management opportunities

## **Target population:**

Mothers and children

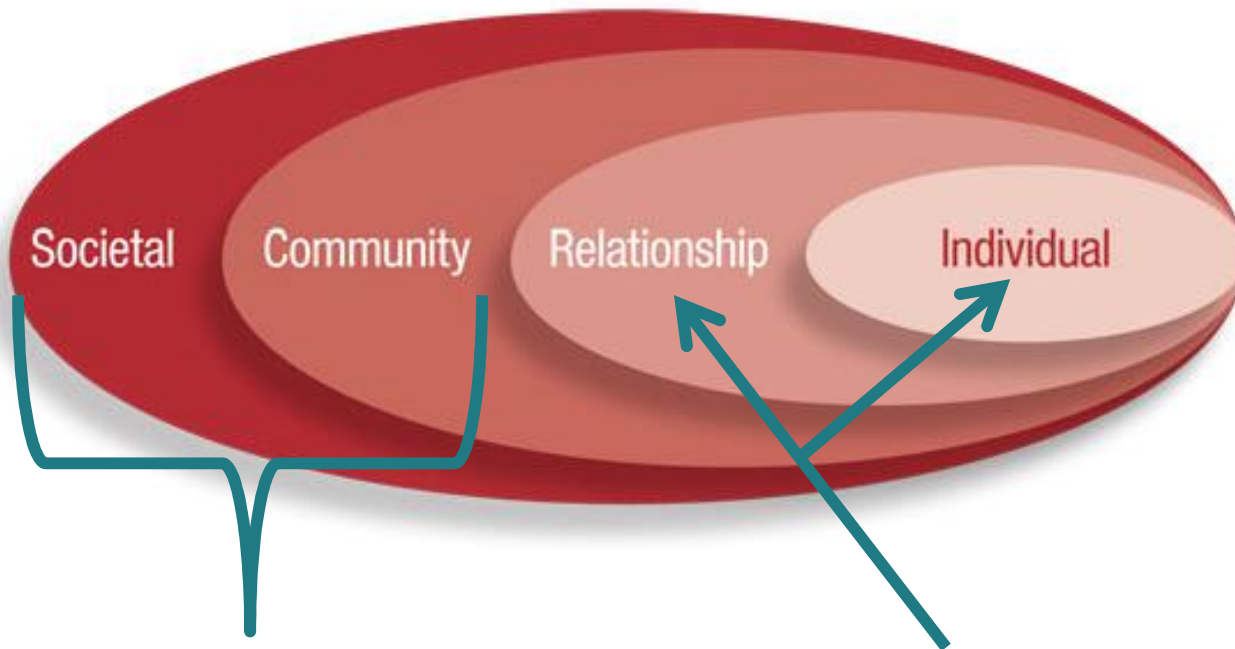


## Who is Directly Involved in the Community Partnerships for Healthy Mothers and Children (CPHMC) Project?

- Centers for Disease Control and Prevention (CDC)
- National WIC Association (NWA)
- American College of Obstetricians and Gynecologists (ACOG)
- Altarum Institute
- Society for Public Health Education (SOPHE)
- Directors of Health Promotion and Education (DHPE)
- 17 local WIC agencies in 10 target states



# Our Approach is Based on the Social-Ecological Model



Our PSE strategies/interventions will focus on the **Societal** and **Community** levels

These high-level interventions will, in turn, impact community members at the **Individual** and **Relationship** levels.

# CPHMC Project Context

- Leveraging WIC strengths in a larger public health context
  - Consider the external and home environment
  - Programming based on the identified needs of the target population
  - Community partnerships
  - Consistent messaging with other stakeholders
  - Evaluation



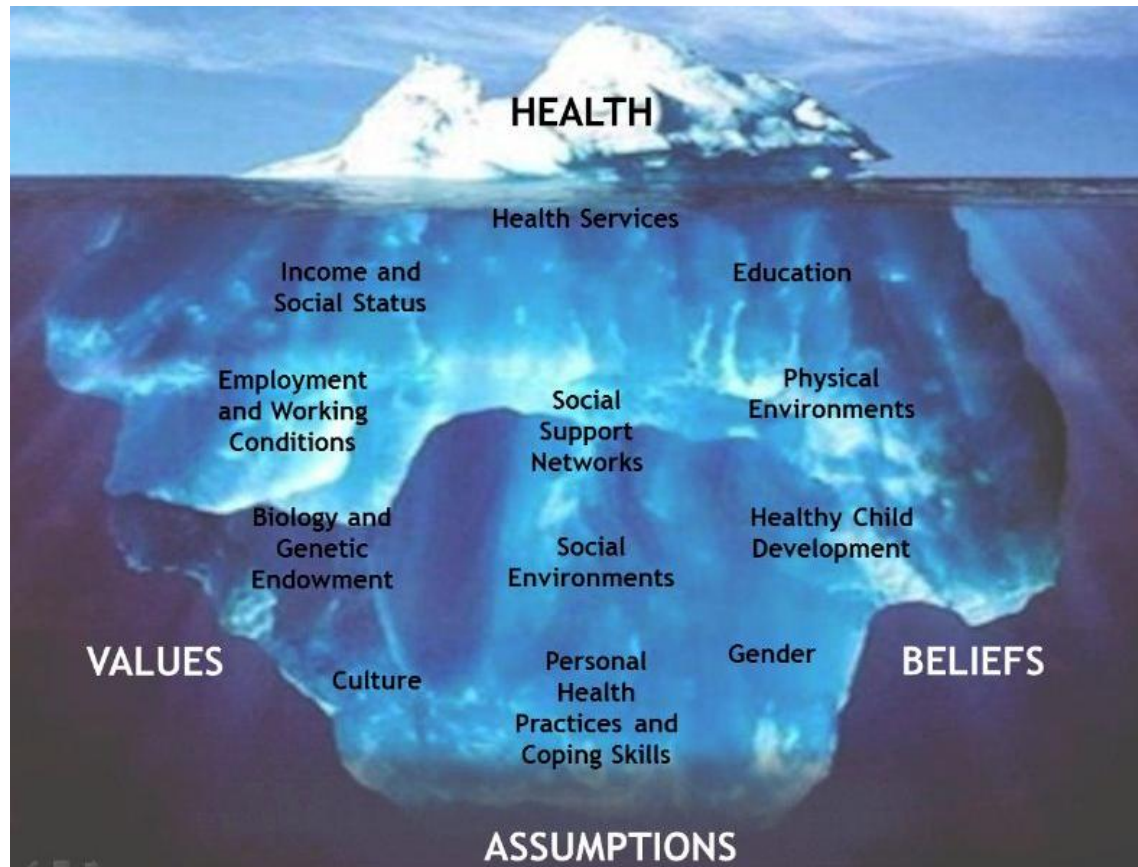
# Determinants of Health

- Determinants of health – the range of personal, social, economic, and environmental factors that influence health status
- Broad Categories:
  - Policymaking
  - Social factors
  - Health services
  - Individual behavior
  - Biology and genetics





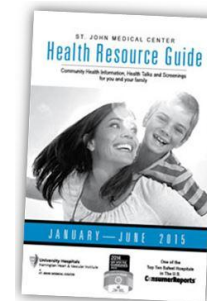
# The Tip of the Iceberg





# Policy, Systems and Environmental Change

- Policy interventions may be a law, ordinance, resolution, mandate, regulation, or rule (both formal and informal)
- Systems interventions are changes that impact all elements of an organization, institution, or system.
- Environmental interventions involve physical or material changes to the economic, social, or physical environment.



# Leveraging WIC Expertise

- Local WIC agencies are unique and well-positioned to lead this work
  - Expertise in public health nutrition
  - Anchored in the community
  - Preexisting relationship with low-income mothers and children
  - Framework in place for PSE interventions
    - Referral system
    - Adjunctive eligibility
    - Relationship with clinicians, health agencies, and food retailers
    - Food access projects
    - Grant management experience

