

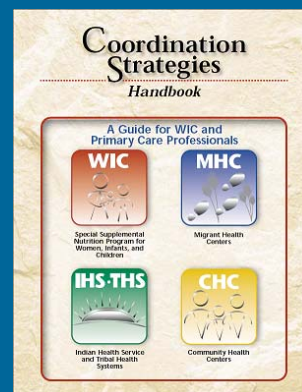
Coordinating Health Services: WIC and Other Public Health Programs

Ellen Schleicher Pliska, MHS
MCH Senior Analyst
Association of State and Territorial Health Officials



ASTHO-NACCHO WIC Collaborations Project

- Goal: To promote integrated delivery of WIC and other health services at the state and local levels.
- Adapt and update portions of USDA/FNS and HRSA's BPHC handbook
 - <http://www.fns.usda.gov/WIC/resources/strategies.htm>
 - Adapted portions will be available on the ASTHO and NACCHO Web sites in the fall



WIC Collaborations Webinar

- April 29, 2009 Webinar
- Featured WIC food package and reauthorization; RI WIC collaborations; and Missoula, MT WIC collaborations
- Archived Webinar and slides are available on the ASTHO MCH Page:
<http://www.astho.org/Programs/Access/Maternal-and-Child-Health/>

ASTHO-NACCO Project and Food Package Implementation

- Food package timeline:
 - Interim Rule Published in December 7, 2007
 - Implementation by October 1, 2009
 - Comments due by February 1, 2010
- Focus groups and survey of WIC directors
 - ASTHO and NACCHO to comment on the food package
 - Help state, county and city WICs learn from challenges and successes of others
 - Identify innovative WIC food package implementation policies

Questions?

- If you have ideas or examples of collaborative work between WIC and public health programs or of innovative policies to support the new WIC food package implementation, please:
 - See Ellen or Erin after the session, or
 - Contact either eschleicher@astho.org or ecox@naccho.org



WIC: A Coordinating Hub for Public Health Services

Linnea Sallack, MPH, RD, Chief
California WIC Program





What's the Big News?



Families grow healthy with WIC



What's the Big News?



Families grow healthy with WIC



WIC Foods: Before



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WIC Foods: After

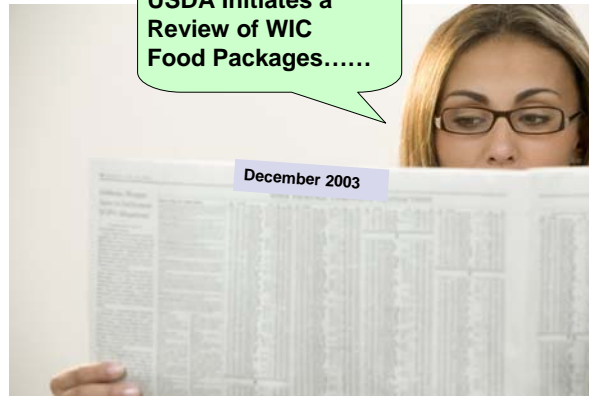


Families grow healthy with WIC



What's the Story?

USDA Initiates a Review of WIC Food Packages.....



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WIC Foods: It's Time for a Change

- **2003: USDA commissioned the Institute of Medicine to conduct a review of nutritional needs of the population and recommend changes in WIC food “packages”**
- **2005: IOM published a report with recommendations for changes**



Families grow healthy with WIC



IOM Recommendations



• Overarching Themes

- Encourage consumption of fruits and vegetables
- Emphasize whole grains
- Reduce saturated fat
- Provide incentives for breastfeeding
- Be consistent with current dietary guidance for infants and young children
- Increase participant choice including culturally appropriate options



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What's the Story?

USDA Publishes Proposed Food Package Rule....



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Proposed Rule: August 2006

- The proposed revisions largely reflected recommendations made by the IOM, with some modifications found necessary by USDA for cost containment
 - Over 46,000 comments received by November 2006
 - In general, the proposed changes received widespread support



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What's the Story?

USDA Publishes Interim Food Package Rule....



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Interim Rule: December 2007

- **Modifications to the proposed rule were based on public comment and further review and determination by USDA**
- **Timelines:**
 - Rule went into effect on February 4, 2008
 - Rule must be implemented by October 1, 2009
 - USDA will accept comments until February 1, 2010



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What's the Story?

WIC Food Package Rule Adds New Food Choices....



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Food Package Rule

- **CURRENT FOODS:**
 - Formulas
 - Milk
 - Cereal (infant & adult)
 - Juice
 - Eggs
 - Cheese
 - Dried Beans or Peanut Butter
 - Tuna
 - Carrots
- **NEW/REVISED FOODS:**
 - **All current foods plus:**
 - Fruits and Vegetables
 - Whole Wheat Bread or other Whole Grains
 - Soy-beverage & Tofu
 - Light Tuna, Salmon, Sardines, Mackerel
 - Canned Beans
 - Infant Foods



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New Foods = Opportunities

Opportunity to:

- Improve the nutrition and health of WIC families
- Enhance WIC's nutrition education
- Better support breastfeeding
- Accommodate cultural preferences
- Increase access to healthy foods, especially in small stores
- Strengthen partnerships with vendors, healthcare providers and with other programs and services for WIC families



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New Foods: State Policy Choices

- **Food selections:**
 - Cheese substitution for milk
 - Soy alternatives for milk/cheese
 - Whole grain options – Corn tortillas, brown rice, bulgur, oatmeal, barley
 - Produce options - canned, frozen, dried fruits and vegetables
 - Canned fish options – tuna, salmon, sardines
 - Bean substitutes – peanut butter, canned beans
 - Packaging and container sizes
 - Organic foods



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New Foods: State Policy Choices

- **Authorizing farmers to redeem fruit and vegetable vouchers**
- **Allowing participants to “pay the difference” for fruit and vegetable vouchers**
- **Breastfeeding mothers/infants: Provide no supplemental formula for breastfed infants in the first 30 days or provide 1 can of powdered formula maximum**



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New Foods: State Implementation Choices

- Implementation date
- Participant education
- WIC staff training
- Vendor requirements and training
- Medical documentation and communication with healthcare providers
- Automation/information technology revisions
- Collaboration



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California WIC Program

WIC Programs in California



- WIC services provided to 1.45 million Californians each month
- WIC services provided by the California Department of Public Health through contracts with:
 - 82 Local Agencies – city and county health departments, health clinics, community-based agencies
 - 675 WIC centers all over California
 - 4,700 retail food vendors



Families grow healthy with WIC



Opportunities for Collaboration

- **Increase access to healthy foods**
 - WIC families
 - Neighborhoods and communities
- **Focus nutrition education messages**
 - WIC offices statewide
 - Other settings where families go
- **Strengthen partnerships**
 - Other programs and organizations
 - Agriculture and food industry
 - Retail vendors
 - Healthcare providers



Families grow healthy with WIC



Opportunities for Collaboration: Getting Started

- **California Food Package Summit: “*Making Change Matter: Maximizing the Health Impact of the WIC Food Changes*”**
 - April 2008 in Los Angeles
 - **300 Attendees:**
 - Food industry - growers, processors and retailers
 - Community groups and advocates – hunger, education, multi-cultural health
 - Childcare providers
 - Breastfeeding experts
 - Healthcare providers
 - Provided education about WIC and the Rule, gathered input and began collaborating

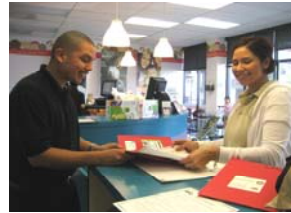


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Opportunity: Increase Access to Healthy Food

- Policies for food choices driven by input from participants, vendors, agricultural/food industry, community advocates
- Established WIC local vendor liaisons to inform and assist vendors
- Partnering with Network for a Healthy California (FSNEP) to provide technical assistance on stocking and selling produce



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Opportunity: Increase Access to Healthy Food

- Supported development of “Changes in the WIC Food Packages: a Toolkit for Partnering with Neighborhood Stores”
 - www.healthyplanning.org
- Expanded the number of WIC-authorized stores by adding 700 new stores; neighborhood stores at highest rate
- Partnered with corporate trainers and retail food associations on vendor communication and training



Families grow healthy with WIC



Opportunity: Focus Nutrition Education Messages

- The key nutrition messages:
 - Eat more fruits and vegetables
 - Increase whole grains and fiber
 - Lower intake of saturated fat
 - Drink less sweetened beverages and juice
 - Babies are meant to be breastfed



Families grow healthy with WIC



Opportunity: Focus Nutrition Education Messages

- Developed a statewide “Healthy Habits” campaign
 - Based on Sesame Workshop “Healthy Habits for Life” initiative
 - WIC employee “wellness” training program
 - Participant education



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Healthy Habits Employee Wellness Campaign

10/2008 – 3/2009



My Wellness Journal: Getting Started!

2008

2009

2010

2011

2012

2013

2014

2015

2016

2017

2018

2019

2020

2021

2022

2023

2024

2025

2026

2027

2028

2029

2030



Including **ORANGE** in your diet will help maintain...

- The risk of some cancers
- Your immune system
- Vision health
- Heart health

healthyhabitsforlife



Families grow healthy with WIC



Healthy Habits Employee Wellness Campaign

Employee Comments

- “The training gave me a wake up call that I need to eat healthier and exercise.”
- “This is something we all want to do in our everyday lives, but are usually too busy to do so. I am very grateful that work is supporting and encouraging me to eat better.”
- “I want to thank you for giving me the opportunity to start caring for myself.”
- “We know what we need to do - I think this will help us actually do it!!”



Families grow healthy with WIC



WIC Worksite Wellness Program

Work Well, Be Well, Live Well
WIC Worksite Wellness - A Commitment to YOU

You, along with 3,200 other WIC workers dedicated to helping others live healthier lives, are the heart of the WIC Program. From recognizing to other managers, from exhibiting resources to lactation specialists, you are the reason WIC programs in over 430 sites successfully serve 1.4 million women, infants and children each month. You are the reason WIC changes lives!

The irony is that you are often so busy serving our participants that you may get your own wellness needs at a lower priority. You work hard at your WIC job, but you may also be a busy parent or student, so you may be caring for elderly or sick family members, or feeling like the present is a challenge.

Health is much more than the absence of disease. Wellness is a complex balance of physical, emotional, social, spiritual, and intellectual health. Wellness, that sense of well-being, that elusive life work family balance, is the result of conscious, daily decision making. When the daily work routine includes stretch breaks, walking meetings, and the work environment includes healthy snacks and a variety of wellness activities, those daily decisions less into healthy actions—and wellness becomes the norm.

Can your WIC workplace become a center of wellness?

This year, California WIC is introducing WIC Worksite Wellness, a program designed to make every California WIC site a wellness center for both staff and participants. This new initiative has been in the making for almost a year. Led by a State WIC and Local Agency Advisory Committee, CWA and its 47 member agencies have created a multi-layered workplace wellness program to help all staff members achieve wellness goals. While wellness is the office culture, the benefits are lifelong.

WIC Worksite Wellness is based on evidence from over 1,000 of you for a statewide survey about wellness concerns, awareness, and workplace involvement. We actively sought your ideas, advice, and recommendations to guide us, and then designed a program geared to address the program's vision "to create and sustain a healthy and thriving WIC community."

California WIC Association
www.calwic.org/worksitewellness/index.html



Families grow healthy with WIC



Healthy Habits Participant Campaign

4/2009 – 12/2009

- Campaign topics:
 - Healthy Habits Begin at Birth (Breastfeeding and Infant Feeding)
 - Eat a Rainbow of Fruits and Vegetables
 - Sometimes Food and Anytime Food
 - Make Half Your Grains Whole
 - Lose the Fat, Keep the Vitamins (Lowfat Dairy)
 - Let's Go Shopping for Healthy Foods (Using the New WIC Checks)



Families grow healthy with WIC



Opportunity: Focus Nutrition Education Messages

- Expand use of “Healthy Habits” materials to childcare, retail stores, healthcare
- Available at www.wicworks.ca.gov – Healthy Habits Campaign link
- Partnership with Network for a Healthy California (FSNEP) to integrate messages into their retail and educational materials



Families grow healthy with WIC



Opportunity: Strengthen Partnerships

- Healthcare Providers: Goals
 - Identify key healthcare partners
 - Create tools and resources for healthcare providers
 - Maximize coordination for implementation of food package changes and on-going



Families grow healthy with WIC



Strengthen Partnerships: Healthcare

- Developed a website link for health professionals at www.wicworks.ca.gov – Health Professionals link



Families grow healthy with WIC



Strengthen Partnerships: Healthcare

- Developed new Referral/Prescription forms and an on-line tutorial for how to use them



Families grow healthy with WIC



What's the Big News?



Families grow healthy with WIC



What's the Future News?



**WIC Families Get
Healthy, New Foods!**



Families grow healthy with WIC



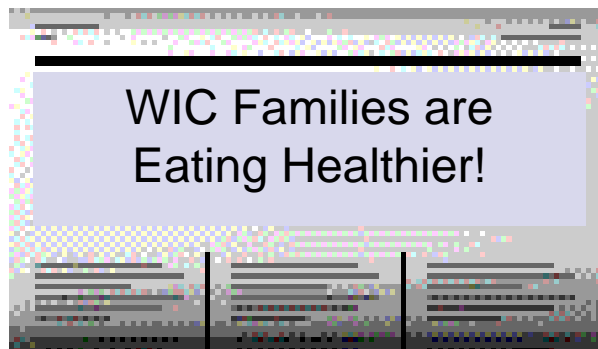
What's the Future News?



Families grow healthy with WIC



What's the Future News?



Families grow healthy with WIC



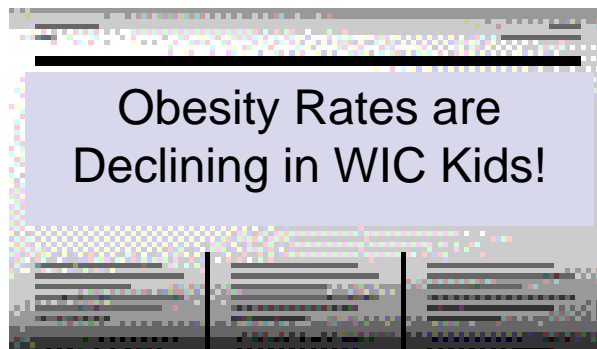
What's the Future News?



Families grow healthy with WIC



What's the Future News?



Families grow healthy with WIC



Families Grow Healthy with WIC



Families grow healthy with WIC

Coordination of WIC and Other Programs

What a Difference Teamwork and a Memorandum of Understanding Can Make



Montana

- Montana is a large geographic State
- Small in Population
- Local Providers of Public Health Services often provide services for more than one Program



State Level Program Coordination

- Immunizations
- Child Commodity Food Program
- SNAP-Ed



Coordination = Success

- Coordination is the key to successful Programs
- Two local Health Departments that have developed coordinated programs



Missoula City-County Health Department Health Services



Home Visiting



Communicable Disease



Breastfeeding



Farmer's Market



FICMR



Missoula City-County Health Department Nutrition Services Division



Breastfeeding



Farmer's Market

Missoula City-County Health Department Nursing Services



Home Visiting



Breastfeeding



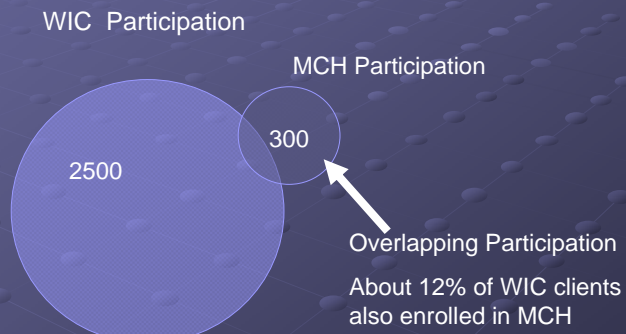
FICMR



Communicable Disease



Missoula County Enrollment for WIC and MCH In 2005



Memorandum of Understanding

Elements in document

- Whereas.....
- What WIC will do
- What MCH will do
- Compensation
- Signatures & dates



co.missoula.mt.us/healthservices/WIC/

Request for MCH Services Completed by WIC Client

Public Health Nurse Request

We encourage WIC clients to consider working with a public health nurse. Here is a list of things that nurses have helped other WIC families with. *Please check interest(s) you may have and a public health nurse will contact you.*

<input type="checkbox"/> Visit moms during & after their pregnancy for related concerns	<input type="checkbox"/> Provide information on immunizations
<input type="checkbox"/> Enroll in free Prenatal Classes	<input type="checkbox"/> Help get child care, LEAP or housing assistance
<input type="checkbox"/> Help apply for Medicaid or Food Stamps	<input type="checkbox"/> Get answers on parenting questions
<input type="checkbox"/> Help decide what to do in abusive situations	<input type="checkbox"/> Do routine screening to show how their child is developing
<input type="checkbox"/> Get child's hearing, speech or vision tested	
<input type="checkbox"/> Other: _____	

Name _____ Date of Birth _____
 Address _____ City _____ Zip _____
 Phone _____ Msg. Phone: _____ Is it okay to leave a message at this number? Yes No

† List names of children in the household. If applicable, please check the nurse of child needing service

<input type="checkbox"/> Child's full name _____	Date of Birth _____
<input type="checkbox"/> Child's full name _____	Date of Birth _____
<input type="checkbox"/> Child's full name _____	Date of Birth _____

Are you pregnant? Yes No Due date? _____ Do you plan to breastfeed? Yes No
Please have a public health nurse contact me.
 Signature _____ Date _____

For Office Use Only

Full Name on WIC file: _____ WIC clinic: _____
 Next WIC Appointment: _____ WIC Referral Initials: _____
 Saw Nurse of the Day: Yes No If no, why? _____

Assigned to: _____ Date Assigned: _____
 Application given Appointment made Pending

Disposition: (circle one) HV scheduled Not interested in service Unable to contact

Comments: _____

Release of Information

SPECIAL SUPPLEMENTAL NUTRITION PROGRAM FOR WOMEN, INFANTS, AND CHILDREN (WIC) RELEASE OF INFORMATION—MONTANA STATE WIC PROGRAM

Each section must be completed.

III. I authorize the release of information by the WIC Program for _____
(Name of participant)

IV. The information is to be released from

Name of Facility:	MCCHD WIC	301 W Alder	Missoula MT	59802	and is to be provided to:
Name of Facility:	MCCHD MCH	301 W Alder	Missoula MT	59802	

The information to be released is from my WIC Chart and Includes: (mark as appropriate)

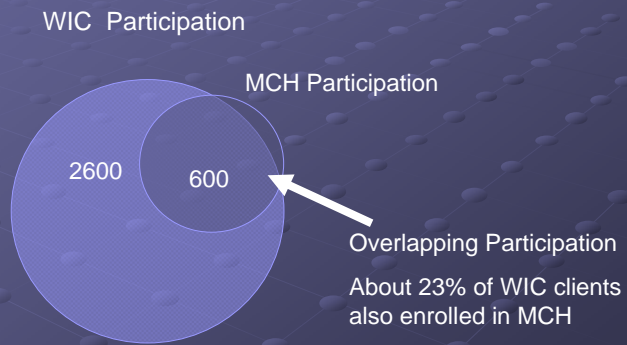
The entire record
 Only information related to (specify): _____
 Only the period of events from: _____

I understand that allowing WIC to provide my or my child's information is voluntary and is not a requirement to participation in the WIC Program. I understand that I may revoke this authorization in writing at any time, except to the extent that action has been taken in reliance on this authorization. If this authorization has not been revoked, it will terminate one year from the date of my signature.

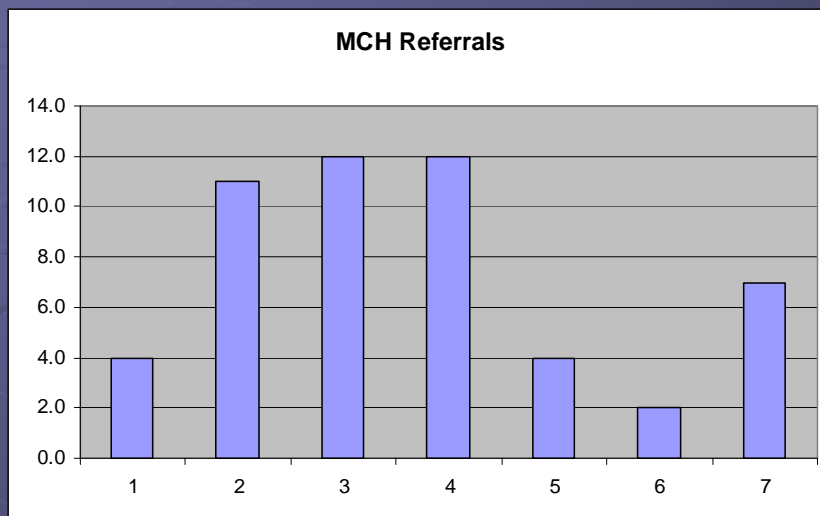
Signature of Participant: _____ Date: _____
 Signature of Parent/Guardian or Authorized Representative (if necessary): _____ Date: _____

USDA prohibits discrimination in the administration of the WIC program
 White Copy-Client Yellow Copy-WIC Chart Pink Copy-MCH

Missoula County Enrollment for WIC and MCH In 2008



Monthly Referral Tracking by WIC



Lessons Learned Pertained to

- Marketing of one another's services
- Staff accountability enhanced through feedback
- Use of Motivational Interviewing to sell MCH
- Quality assurance design
- WIC staff learned how “WIC is public health”
- MCH staff learned about the “production and caseload” pressures of delivery of WIC services
- WIC & MCH realized expanded services & benefits to families
- Attitude of productive teamwork and interdependence

RiverStone Health Department

- Located in Billings
- Restructuring of Health Department including the WIC Program

RiverStone WIC Program

- Struggling
- Under Serving the Potential Eligible
- High Personnel Costs
- History of poor monitoring visits
- Available Funding not Covering Program Costs

RiverStone WIC Program

- Fall of 2006
- Discussions with Health Officer, Local WIC Director, and State Staff
- RiverStone Health requested OA Grant Funding to hire a contractor to perform an analysis of the local WIC Program

RiverStone WIC Program

- Summer 2007
- Implement a Nutrition Services Program in the Local Health Department



Changes

- Reorganization of the Local WIC Program
- Dietitians transferred to the new Nutrition Services Program
- WIC started to use CPA's for certifications
- High Risk participants were referred to Nutrition Services
- Participation has risen by 700 per month

Recommendations

- Recommendations made by the Analysis Report
 - Changes in Scheduling
 - Changes in Staffing
 - Delegated Retailer and BF Coordinator Responsibilities to other staff members
 - Implemented a monthly general nutrition education topic

- Initiated appointment reminder calls
- Limited amount of Office Remodel
- Issue multiple months of benefits when appropriate



Working Together

- Local Agencies working together to improve Services and increase Caseloads
- Increased Health Department Support
 - Increased support and direction from Local Management
 - Local Health Department Financial support during transition for extra staffing and construction costs.



For more information, contact

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