

Building Economic Security Today (BEST): Results of a Life Course Perspective-based Asset Development Pilot Project at Contra Costa County WIC

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Family, Maternal and Child Health Programs
Contra Costa Health Services

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Overview

- Contra Costa Life Course Initiative
- Building Economic Security Today (BEST) at WIC: Design and Results
- Partnerships
- Challenges and Lessons Learned
- Next Steps



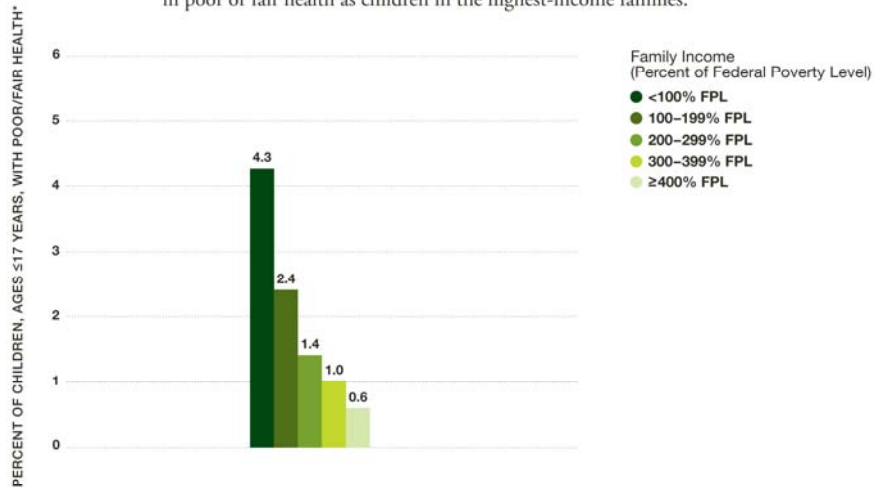
Mission of the Life Course Initiative

To *reduce inequities* in birth outcomes and *change the health of the next generation* in Contra Costa County by *achieving health equity, optimizing reproductive potential, and shifting the paradigm* of the planning, delivery, and evaluation of maternal, child, and adolescent health services.



Parents' Income, A Child's Chances for Health

Children in poor families are about seven times as likely to be in poor or fair health as children in the highest-income families.

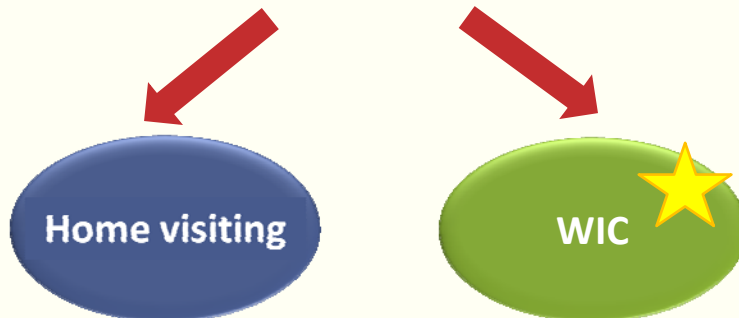


Prepared for the Robert Wood Johnson Foundation by the Center on Social Disparities in Health at the University of California, San Francisco.
Source: National Health Interview Survey, 2001-2005.
*Age-adjusted
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Building Economic Security Today (BEST)

*Goal: Reduce disparities and inequities in health outcomes by **improving financial security and stability***



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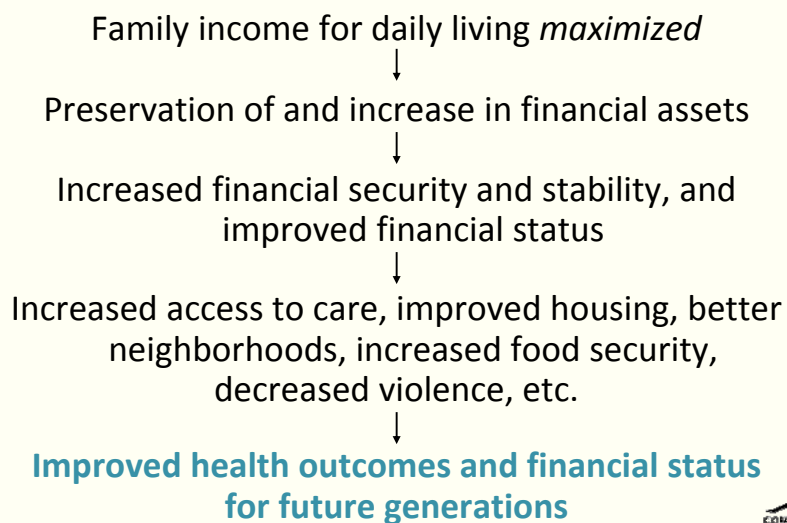
Intermediate/Measurable Outcomes



- New practices for staff
- Increased knowledge and skills of staff and clients
- Increased confidence and readiness of clients to adopt at least one asset development strategy
- Decreased levels of stress for clients
- System changes



Long-term Outcomes



Project Development Process

Staff training/
Expert consultation

Follow-up
meetings with
staff

Client and staff
focus groups

Review of
financial ed.
curricula and
resource
materials

Development of
Asset Dev.
Resource Guide

Development of
class Lesson Plan



BEST at WIC

30-Minute
Financial
Education Class:

*"Building Your
Family Financial
Security"*

Money affects health

Money values/beliefs

Strengths and Improvements

Intro to banking and credit

Setting a financial goal

Resources and referrals



Results of WIC BEST Classes

Quantitative Evaluation

- 6,248 WIC client families; 1,592 (26%) completed class post-tests
- Over 75% of the clients who completed post-tests reported that they “learned a lot” or “a little” (vs. none) about the lesson plan topics
- 95% reported class either definitely or somewhat helped them feel more confident about handling their money
- **93% said class helped them understand how money could affect their health**

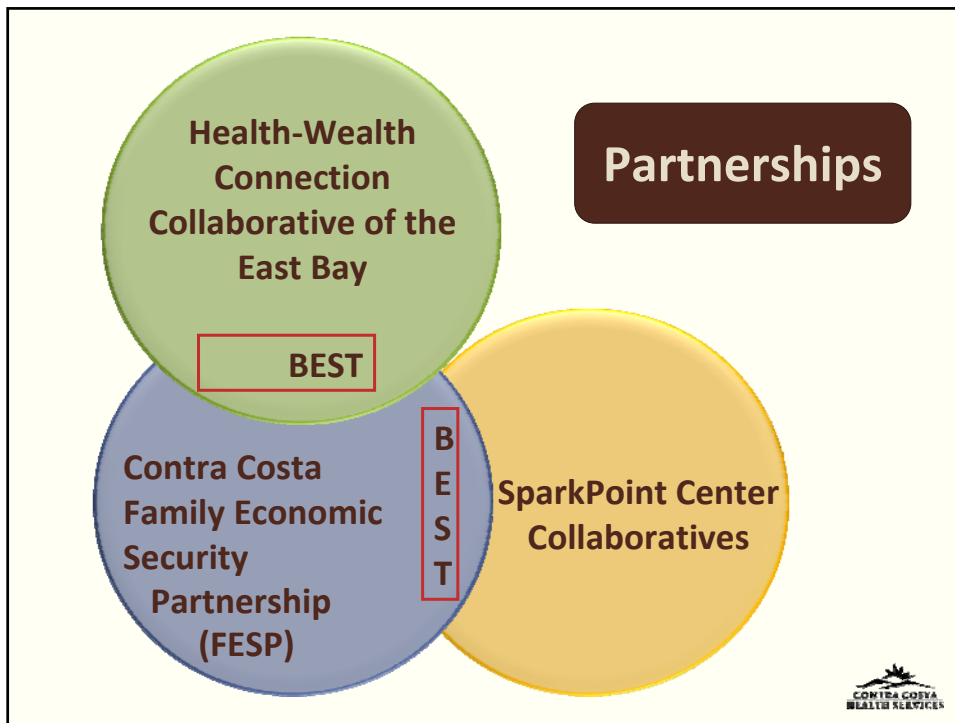


Results of WIC BEST Classes

Qualitative Evaluation

- Topics of most interest: “Needs” vs. “wants,” budgeting, and PG&E’s assistance programs.
- According to instructors: clients very engaged, classes well-received, clients awareness increased
- Instructors awareness increased
- Challenges:
 - ▣ 30 minutes is too little time to cover topics
 - ▣ Money is a private topic for many clients





Challenges

- Prescribed structure of WIC offered little flexibility
- Varied execution, so difficult to measure success
- Discomfort discussing financial issues

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Lessons Learned

- Must reach out to other types of agencies to broaden BEST approach
- Need to have creativity and flexibility in evaluation
- Unique approach to improving health outcomes has re-energized staff and community partners
- Focusing on financial stability as a determinant of health outcomes has opened up new collaborations with economic justice field



Next Steps

- Continue distributing resource information, particularly VITA sites info during tax season
- Consider more classes at WIC
 - ▣ Perinatal depression screening project: clients report that finances are top cause of depression
 - ▣ New topics that build upon last lesson plan
- Update Resource Guide and/or fold into online regional resource directory
- Continued staff training



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 - Staff of FMCH Programs



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[Contra Costa Life Course Initiative:](http://www.cchealth.org/groups/lifecourse)
www.cchealth.org/groups/lifecourse

[CityMatCH Life Course Toolbox:](http://www.citymatch.org/lifecoursetoolbox)
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