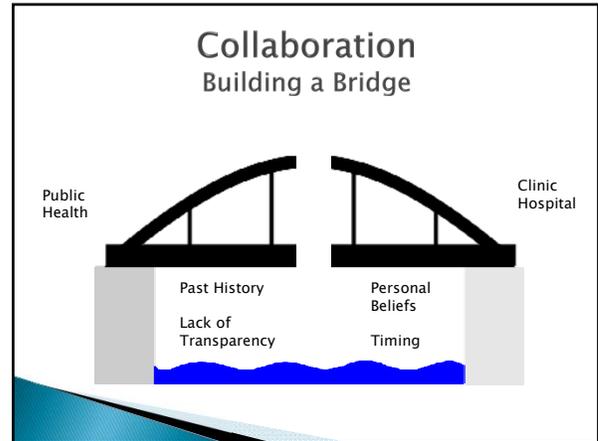


Initiating a model of collaboration with clinics, hospitals and Public Health

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Initiating collaboration

- ▶ Identifying a need
- ▶ Defining value
- ▶ Engagement model: are you making it easy for your client or patient to do engage with you

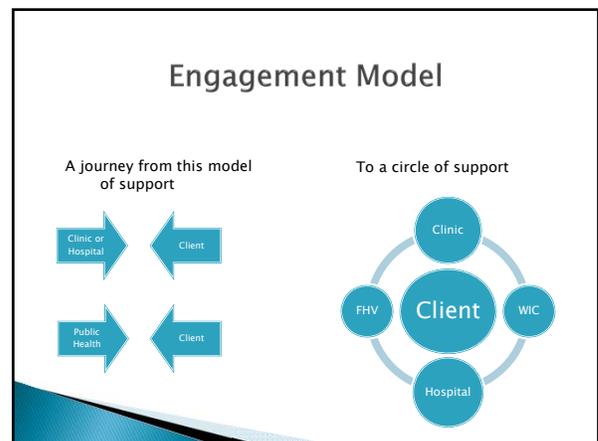
Identifying a need

- ▶ WIC and FHV can support and educate our **clients early on about the importance of adhering to pre-natal and post-natal care with their health care provider**
- ▶ In addition to a clients primary care health team, Public Health provides referrals to other services in the community
- ▶ Public Health can be an extension of clinic and hospital planning and discharge

Defining your value

- ▶ Low-income children participating in WIC are just as likely to be immunized as more affluent children, and are more likely to receive preventive medical care than other low-income children
- ▶ Children whose mothers participated in WIC while pregnant scored higher on assessments of mental development at age 2 than similar children whose mothers did not participate, and they later performed better on reading assessments while in school
- ▶ The percentage of infants participating in WIC who were breastfed increased from 44.5 percent to 67.1 percent in the last 10 years
- ▶ WIC Supports and promotes breastfeeding through peer counselor support and education
- ▶ FHV provides education and support to families in their own setting. Public Health offers home visits to all families within Aitkin County

[1] U.S. Department of Agriculture, Economic Research Service (2004).
[2] U.S. Department of Agriculture, Food and Nutrition Service (2012). Effects of the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)



Outreach to achieve these goals

- Referral process
 - Get embedded in the process
 - Make it easy for the clinic and hospital to facilitate referrals
- Education
 - Attend in-service trainings annually
 - Reach out quarterly with **preferred media (ask!)**
 - Be clear about the benefits and outcomes of Public Health Services such as WIC vs. FHV
- Why it is important
 - Re-enforce a message of support and continuity for the client and how it positively impacts clinics and hospitals

Keep the model and message simple.

- ▶ Identify a need
- ▶ Define Value
- ▶ Engagement



Thank You

Citations and Reference

- [1] U.S. Department of Agriculture, Economic Research Service (2004). *Effects of Food Assistance and Nutrition Programs on Nutrition and Health: Volume 2, Literature Review*. Edited by Mary Kay Fox, William Hamilton, and Bing-Hwan Lin. Food Assistance and Nutrition Research Report No. 19-3. U.S. Department of Agriculture, Food and Nutrition Service (2012). *Effects of the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC): A Review of Recent Research* by Silvio Colman, Ira P. Nichols-Barrer, Julie E. Redline, Barbara L. Devaney, Sara V. Ansell, and Ted Joyce. Report WIC-12-WM. Alexandria, VA.
- [33] Johnson B, Thorn B, McGill B, Suchman A, Mendelson M, Patlan KL, Freeman B, Gottlieb R, Connor P (2013). *WIC Participant and Program Characteristics 2012*. Prepared by Insight Policy Research under Contract No. AG-3198-C-11-0010. Alexandria, VA. Food and Nutrition Service, USDA. While these are the best data available, it is important to note that some of the increase in breastfeeding rates among women participating in WIC may be due to improved reporting over this period. In 2000, 68 state agencies reported WIC breastfeeding rates; by 2012 this had grown to 86 state agencies (covering more than 99 percent of all WIC participants). While the true increase between 2000 and 2012 may be somewhat smaller than reported, the growth in breastfeeding rates among WIC mothers still exceeds the national trend.

Appendix

Liz Short

My background includes 25 years in the printing industry in operations, sales management and executive management directing long term strategy and new business development. I returned to school at St. Catherine University and graduated in 2013 with a Bachelors of Science in Nursing. I am currently employed as a Public Health Nurse in Aitkin County coordinating the WIC Program and Peer Breastfeeding Program. I live in McGregor Mn with my family where I enjoy my hobby as a beekeeper with an apiary of 12 hives.