

# Community Partnerships for Healthy Mothers and Children

## Project Overview

Food environment and food access have been identified as public health concerns in Clinton County, NY. Collaborative efforts to address these issues have been organized. However, WIC has found it challenging to participate due to their program obligations. Clinton County used the CPHMC opportunity to integrate WIC into community level health planning and action by offering assistance to a number existing efforts, while also taking the lead in new food pantry initiatives. In doing so, WIC is now a contributing partner in local health improvement.

Objectives	Activities	Outcomes
<p><b>Increase the number of food pantries that provide healthy foods and/or increase their inventory of healthy foods.</b></p> <p>Target: 13 locations</p>	<ul style="list-style-type: none"> <li>Obtain baseline assessments of nutrition quality, pantry environment and client perspective.</li> <li>Complete upgrades in 3 pantries to increase the capacity to accept, store and redistribute perishable food items.</li> <li>Partner with 5 organizations to help encourage healthier donations.</li> </ul>	<ul style="list-style-type: none"> <li>Baseline assessments complete in 13 pantry locations.</li> <li>Upgrades complete in 5 pantries.</li> <li>5 organizations have been trained (100% of goal).</li> </ul>
<p><b>Increase the number of new farmers' markets that offer cash or coupon incentives for purchase of healthy foods.</b></p> <p>Target: 4 locations</p>	<ul style="list-style-type: none"> <li>Assist local staff in recruiting at least 4 stands that currently accept WIC to participate in a local nutrition incentive program.</li> <li>Create and maintain a resource that promotes all nutrition incentive programs to WIC families.</li> </ul>	<ul style="list-style-type: none"> <li>5 stands and 3 markets (200% of goal) have been recruited to participate in the local nutrition incentive program.</li> </ul>
<p><b>Increase the number of new restaurants that publicly promote/welcome breastfeeding.</b></p> <p>Target: 5 eateries</p>	<ul style="list-style-type: none"> <li>Assist in development of program revisions that target breastfeeding support.</li> <li>Participate with program staff in restaurant recruitment activities.</li> </ul>	<ul style="list-style-type: none"> <li>1 local eatery has selected to support breastfeeding.</li> <li>Recruitment is ongoing.</li> </ul>
<p><b>Increase the number of new pharmacies and daycare providers that make referrals to WIC and receive basic training in WIC services and benefits.</b></p> <p>Target: 20 pharmacies, 18 daycare providers</p>	<ul style="list-style-type: none"> <li>Develop and purchase campaign materials for detailing visits.</li> <li>Design public health detailing materials and packets to highlight WIC messaging.</li> <li>Complete public health detailing visits.</li> </ul>	<ul style="list-style-type: none"> <li>20 pharmacies (100% of goal) and 13 daycare providers (72% of goal) have accepted detailing visits.</li> </ul>

### Successes

- Full buy-in from local food pantry directors and their teams.
- Developed a simple, resource sensitive mechanism to measure nutritional quality of food pantry inventories.

### Lessons Learned

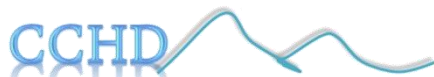
- Using existing coalitions to connect to partners, such as food pantry directors, made engaging key stakeholders easy.
- Recruiting talented staff for a short-term project was challenging, but use of temporary staff can help to keep quick, aggressive projects on track.
- WIC is a welcomed partner in community health planning.

### Next Steps

- Expand food pantry successes throughout the county.
- Repeat evaluation activities to track impact.
- Continue community level work through a newly established outreach position in the local WIC program.



A department-wide pilot food drive resulted in 87% of donations meeting healthy guidelines.



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