

Branching Out For A Healthier Community!

Dunklin County Health Department

Kennett, MO



Project Overview

The Dunklin County Health Department was one of 15 agencies in Cohort #2 around the country awarded the Community Partnerships for Healthy Mothers and Children's grant by the National WIC Association. The purpose of the project is to develop initiatives to reduce chronic disease rates in our respective communities. According to 2014 County Health rankings, Dunklin County ranks 115th among Missouri's 115 counties for health outcomes and 111th for health factors. Based upon these alarming statistics, a detailed community action plan was developed targeting 5 objectives. Many barriers and challenges were faced along the way resulting in 4 out of 5 objectives being partially met. With the support of the community and coalition members, the project will remain active and a work in progress.

Goal 1: Increase the number of people in Dunklin County with improved access to environments with healthy food and beverage options

Secondary Objectives:

- Increase the number of new Farmers' markets that accept SNAP in the target community from **0** to **1**.
 - Community Council is working with the coalition to establish an EBT system at the Kennett Community Farmers Market and increase awareness of the Farmers' Market.
- Increase the number of new Therapist/Walmart stores that publicly promote/welcome breastfeeding in the target community from **0** to **1** Therapists and **0** to **2** Walmart Stores.
 - Both Reflections Behavioral Mental Health and the two Walmart stores are now Breastfeeding Friendly Workplaces. For this objective we have increased the number of businesses to **5** total and at least **3** more businesses are in progress to become Breastfeeding Friendly Workplaces.
- Increase the number of new hospitals that develop and/or implement policies to support breastfeeding in the target community from **0** to **1**.
 - The hospital is working on a skin to skin policy that would allow newborn babies to stay in the room with their mother immediately after birth to increase breastfeeding rates.

- Increase the number of daycares that offer healthy food and beverage options in the target community from **0** to **19**.
 - Dunklin County currently has 3 daycares that are working on Eat Smart Certification and 2 that have submitted the paperwork for Eat Smart Certification.

Goal 2: Increase the number of people in Dunklin County with improved access to opportunities for chronic disease prevention, risk reduction or management through community and clinical linkages

Secondary Objectives:

- Increase the number of new mental illness providers that are integrated into a strong referral network in the target community from **0** to **1**, outside of school care providers that are integrated into a strong referral network in the target community from **0** to **3**, and primary care providers that are integrated into a strong referral network in the target community from **0** to **10**.
 - A prescription pad was developed to increase referrals between healthcare providers.
 - WIC Video trainings were conducted to educate our providers.
 - Referral brochures were dispersed to businesses and WIC eligible families, and partners' resources were shared on the coalition's Facebook page.



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