



FIVE SANDOVAL INDIAN PUEBLOS, INC.

WIC Nutrition Program Rio Rancho, New Mexico

Project Overview: Five Sandoval Indian Pueblos (FSIP) provides a range of community and health services to the members of Pueblo de Cochiti, Pueblo of Jemez, Sandia Pueblo, Santa Ana Pueblo and Zia Pueblo in Sandoval County, NM. As a sub-awardee of the NWA Community Partnerships for Healthy Mothers and Children (CPHMC) project, FSIP WIC is collaborating with the Pueblos, members of the surrounding south and central Sandoval County community, and local businesses to identify gaps and implement increased availability of fresh foods in the Community and to expand clinical services in the Community to support prevention, identification and risk management of chronic disease.

Sandoval County reports high levels of food insecurity, lack of access to food sources (including full service grocery stores, including SNAP- and WIC-authorized stores, and farmers' markets), and lack of high quality fruits and vegetables within certain stores. Adult consumption of fresh fruits and vegetables has been measured as extremely low (77% inadequate consumption in adults >18 years).

At the same time, 38% of adults in the community are classified as overweight (BMI between 25 and 30) and an additional 24% are categorized as obese (BMI > 30). Additional chronic diseases diagnosed in this group include High Blood pressure (25.5%), High Cholesterol (30.4%), Heart Disease/Angina (3.54%) and Diabetes (7.2%). The incidence of both Obesity and Diabetes has been trending upwards in the past 6 years.

Based on the initial Community Needs Assessment for Cohort 1 of the Community Programs for Healthy Mothers and Children project FSIP chose to focus on 4 objectives

OBJECTIVES AND OUTCOMES:

1. *Increase the number of stores that accept WIC in the target community from 4 to 6.*

At the start of the project FSIP WIC had 4 participating food retailers. Two of the stores are medium and large full service groceries located in the more populous area of Sandoval county, one a Pueblo owned Convenience store approximately 30 mi northwest of the city and the other was an independent Convenience store approximately 25 mi northeast of the city.

The two retailers targeted for WIC-expansion were a Pueblo-owned corner store (C-store) approximately 35 mi northeast and a "grocery on wheels" service (MoGro) utilizing internet- or telephone-based ordering, delivering to the community on a weekly schedule. We are attempting to have MoGro certified for WIC participation – since it is not classified

as a “bricks and mortar” facility this will require a rules change at the national level and is an ongoing effort.

Approximately 6 months into the project the contracted independent C-store chose not to continue participating in the WIC vendor program. We were able to work with the targeted C-store in that area and have recently signed the WIC contract. A Grand Opening for WIC beneficiary access is planned for early Spring 2016.

2. Increase the number of existing stores that expand their inventory of “healthy” foods in the target community from 2 to target 4.

Of the 4 WIC stores, two (a national chain grocery and a local independent market) were judged to have adequate fresh produce supplies. The existing WIC C-store usually has a small supply of fresh products, and the newly-signed WIC store typically does not carry fresh fruits and vegetables. It has taken significant time and effort to educate and incentivize this store to add fresh produce.

The main barriers to these stores consistently offering fresh produce are limited space for storing and displaying fresh produce, limited purchasing power, lack of sophisticated inventory and ordering systems, and inability to find consistent sources of fresh foods.

We are working with these stores to identify suppliers willing to accept small or split orders, and local farmers able to sell produce to the stores. Since both of these stores are in seasonal tourist areas, we anticipate they will be more willing to sell fresh produce as the summer traffic increases. We are fortunate to have a relationship with The Food Trust to guide and assist us in these efforts.

In the interim, we are collaborating with MoGro to support expansion of their delivery service to the underserved areas. Currently the WIC office serves as a drop off point for food boxes which are picked up by outlying Pueblo staff.

3. Increase the number of WIC sites that have the capacity to bill for preventive nutrition and breastfeeding services outside the scope of the WIC program in the target community from 0 to 1.

(and)

4. Increase the number of sites that offer new chronic disease prevention and management services in the target community from baseline to target. This objective includes expanding service offerings at WIC clinics and health centers. Initial focus was on lead-testing and diabetes identification / management in the Community

The original plan for these community-clinical objectives was to participate in an NWA work group to implement the ability to bill for services to non-WIC community members through insurance or self-pay. As the project progressed, potential workgroup partners could not be identified. Additionally, the need for additional lead testing in the local community could not be documented. The objective was then re-framed to “complete a feasibility study for ability to bill for non-WIC services” and a needs assessment to identify gaps in existing community clinical services. To this end, a focus group of Community Health Workers and Community Health Representatives has been formed and will hold its first meeting in April. We are also following legislative activity regarding CHW/CHR certification and licensing.

Given the Federal emphasis on preventive services (Healthy People 2020 / National Prevention Strategy), we are confident both of these objectives will be achieved.

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