

## Coalition

Camden Partnerships for Healthy Mothers and Children (CPHMC)

## Overview

This poster focuses on two initiatives: **Breastfeeding Friendly Establishment (BFE)** and **WIC Rx Nutrition pads**. The BFE initiative was a way for businesses to support breastfeeding moms and a healthy community. Businesses can show their support by displaying the BFE window cling on their front door. The WIC Rx Nutrition pads were developed as a referral tool for healthcare providers, head start programs and others.

## Objectives

1. Increase the number of existing stores that expand their inventory of “healthy” foods.
  - a. Corner stores have limited shelf space to increase inventory, however, we are still working on helping them highlight the WIC approved foods as “healthy lifestyle” options with improved signage.
2. Increase the number of businesses that publicly promote/welcome breastfeeding.
  - a. Developed the Breastfeeding Friendly Establishment window clings and the WIC Rx Nutrition pads
  - b. Southern New Jersey Perinatal Consortium (SNJPC) and WIC’s breastfeeding peer counselor participate in the Camden Healthy Start baby shower events (sponsored by SNJPC) for new and expecting moms.
3. Increase the number of pharmacies; primary care providers; other—local businesses in Camden city that develop policies to support breastfeeding.
  - a. Implementation of new policy changes were not feasible for our agency within the given time frame.
4. Increase the number of hospitals; pharmacies; government agencies; non-profit organizations that refer to WIC.
  - a. OBGYN team leader supporting efforts to implement of Electronic Medical Record (EMR) at Cooper hospital
  - b. Development of WIC Rx pads
  - c. We partnered with Camden Coalition Healthcare Providers, a care management organization working with high risk and vulnerable populations.
  - d. Establishing a cross referral system with head start agencies.
  - e. Networking through community outreach event and conferences
5. Increase the number of community-based chronic disease prevention and management services added to the WIC referral list and referral protocol.
  - a. The partnership with Camden Coalition also included a pilot program to reconnect post-partum mothers with their primary care provider. Camden Coalition assists clients in scheduling their appointment and arranging transportation. Additionally, clients receive a \$20 gift card, from their provider, after their visit.
  - b. Our resource guide help clients connect to various programs and services available in and around the city of Camden. The resource guide is available and distributed to WIC clients and the community.

6. Increase the number of providers, WIC staff, other healthcare staff and other community partners that receive basic training in breastfeeding.
  - a. Breastfeeding workshops held for healthcare providers at Cooper hospital.
  - b. Pediatric residents and nursing student's complete community rotation at WIC clinic
  - c. WIC staff received training in breastfeeding and "Secrets of Baby Behavior" from Dr. Jane Heinig, Executive Director of Human Lactation Center at U.C. Davis.
7. Increase the number of providers, other healthcare staff, and other community partners that receive basic training on WIC services and benefits.
  - a. WIC Workshops were held with partner organizations:
    - i. Community services agencies
    - ii. Healthcare providers
    - iii. Head Start, child care program
    - iv. Local health department
    - v. Local pharmacy

## Contact

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