Overview:
Richmond City Health District (RCHD)’s Community Partnership for Healthy Mothers and Children project developed and piloted several new strategies to increase access to healthy foods and opportunities for chronic disease prevention with particular focus on increasing the number of eligible pregnant women and children between one and five years old participating in the WIC program. The project also strengthened the partnership between the WIC and Chronic Disease Prevention team internally at RCHD; this increased collaboration will ensure WIC service delivery is considered a key component of a whole community approach to decreasing health disparities. The CPHMC Coalition will continue to meet as a WIC Policy Subcommittee with the goal to increase community capacity to promote healthy pre- and postnatal and early childhood nutrition and improve local client experience with the Richmond City WIC program.

Objectives Pursued:

1. **Increase the number of existing stores that sell healthy foods from 0 to 4.**
   - This objective aimed to bring on four unique WIC vendors outside of the Richmond Healthy Corner Store Initiative; however, we were unable to meet this objective due to unanticipated barriers regarding WIC vendor outreach and technical assistance. RCHD will continue to work with the VA WIC Vendor team to explore opportunities to support stores seeking WIC authorization.

2. **Increase the number of existing stores that expand their inventory of healthy foods from 0 to 6.**
   - Partnered with the Richmond Healthy Corner Store Initiative to develop the Healthy Food Procurement and Choice Architecture Training to help corner stores offer healthier staple food items in addition to fresh produce and implement healthy food marketing strategies like moving healthier products to eye-level.
   - Four Richmond Healthy Corner Stores participated in the Healthy Food Procurement and Choice Architecture Training. These stores serve over 40,000 Richmond City residents.

3. **Increase the number of stores that accept WIC from 19 to 29.**
   - Surveyed 660 WIC participants to learn where they would like to shop for WIC foods.
   - Developed a point-of-sale labeling system for WIC approved items at a local wholesale distributor where small and medium storeowners shop for inventory. This system helps storeowners select WIC eligible products when applying to become a WIC-authorized vendor. The system also helps current WIC vendors expand their inventory of WIC approved food options.
   - Conducted four outreach and education events with the VA WIC Vendor Team to provide updated information on how to apply to the WIC Vendor Program reaching over 20 storeowners.
   - Collaborated with VA WIC Vendor team to develop a presentation on how to complete a WIC vendor application to help small and medium vendors successfully apply. This presentation is now being used across the state.

4. **Increase the number of stores with new on-site and in-store placement and promotion strategies for healthy foods from 0 to 10.**
   - Currently developing in-store signage to help customers select healthier foods by providing information on identifying whole grains, reading and comparing food labels and maximizing their food budget to purchase more fruits and vegetables in partnership with the Richmond Healthy Corner Store Initiative. We will also create directional floor clings to guide customers to the fresh produce refrigerator.
5. Increase the number of settings that welcome/promote breastfeeding.
   - Launched #RVABreastfeeds campaign during World Breastfeeding Week garnering more than 100,000 unique hits via social media channels. The campaign placed life-sized cutouts of breastfeeding moms in 30 locations around Richmond City to normalize breastfeeding, educate the public on laws that protect breastfeeding moms and begin a discussion about the community support needed to make breastfeeding successful.
   - In partnership with the Environmental Health department at RCHD, conducted outreach to more than 500 local restaurants, hotels and businesses about the “Breastfeeding Welcome Here” campaign and developed www.rvbreastfeeds.com/business/.

6. Increase the number of settings signing clients up for or referring clients to WIC.
   - Launched WIC liaison program to provide individualized outreach to healthcare providers, non-profit organizations and government agencies who participated in a WIC 101 training. During the outreach, WIC staff develop a personal relationship with the organization, drop-off referral tools and answer questions on WIC procedures.
   - Developed a WIC Rx pad and promotional flyer to increase referrals to WIC services.
   - Developed a series of promotional WIC stickers that were placed in children’s books and distributed to healthcare providers’ waiting rooms and local libraries.

7. Increase the number of settings with providers and/or staff that receive basic training in breastfeeding in the target community from 0 to 25.
   - Partnering with Nurture and Carolina Global Breastfeeding Institute to host the RVA Breastfeeding Symposium on April 22, 2015. The symposium will train nearly 125 providers from over 25 healthcare and community-based organizations on the evidence-based prenatal and breastfeeding counseling tool “Ready, Set, BABY” and begin conversations on collaborations and support needed to create a breastfeeding-friendly and promoting community.

8. Increase the number of settings with providers and/or staff that receive cultural competency training from 0 to 3.
   - Hosted a two-day staff retreat for WIC staff to learn about poverty’s causes and effects in Richmond City, build empathy, practice conflict resolution skills and develop self-care and compassion techniques to build resiliency. WIC staff map poverty and resources in the community in the photo to the left.

9. Increase the number of settings with providers and/or staff that receive basic training on WIC services and benefits from 0 to 25 (10 pediatric practices, 5 ob-gyn practices and 10 community partners).
   - Developed WIC 101 trainings for pediatricians, OB-GYNs and community-based organizations reaching 437 care providers across 14 community-based organizations, 20 pediatric offices and 10 OBGYN offices.

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