‘K-HIP’ Kenosha Health Improvement Project

Racine/Kenosha Community Action Agency: Building a Culture of Health

Project Overview

This project sought to reduce the impact of chronic diseases in Kenosha, WI, through policy, system, and environmental strategies that improve access to healthy foods and beverages and that strengthen community and clinical linkages. As a result of the Community Partnerships for Healthy Mothers and Children (CPHMC) grant, ‘K-HIP’ the Kenosha Health Improvement Project coalition took the lead on coordinating the activities, which ultimately led to building a culture of health. Grocery stores developed promotional materials that encouraged healthy food choices. Farmers provided suggestions on ways to increase the foot traffic at long-standing community markets with decorative seasonal signage and offering evening hours. Representatives from physician offices, the Health Department, UW—Extension, Racine Kenosha Community Action—WIC, and the YMCA developed a non-pharmaceutical prescription pad “Eat. Move. Thrive” to improve the health of Kenosha residents.

Workgroup 1: “Grocery Stores”

*Increase the number of people in Kenosha County with improved access to environments with healthy food and beverage options.*

- Increase the number of grocery stores with new on-site and in-store placement and promotion strategies for healthy foods from 0 to 3 by the end of the project period.
  
  * New on-site & in-store promotional strategies at 4 stores: Pick ‘n Save (2) and Festival Foods (2). Vegetable of the Month signage and featured recipes are displayed in the produce section and grocery store newsletters. WIC dietitians were also able to partner with store directors and store dietitians to create family friendly recipes using WIC approved food items.

- In addition to increasing new promotional strategies, K-HIP partnered with UW-Extension, Food Wise to coordinate Cooking Matters at the Store tours. A yearlong calendar was created to arrange monthly tours between the four grocery stores.
Workgroup #2: “Farmer Markets”

Increase the number of people in Kenosha County with improved access to environments with healthy food and beverage options.

- Increase the number of farmers’ store/markets/stand that accept Supplement Nutrition Assistance Program (SNAP) in Kenosha County from 0 to 1.
  
  * SNAP application was successfully submitted by the 1 farmer in January 2017. The workgroup provided the farmer with the application and offered guidance.

- Farmers also provided suggestions on ways to increase the foot traffic at long-standing community markets with decorative seasonal signage and offering evening hours.

Workgroup #3: “Non-pharmaceutical” prescription pad

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

- Increase the number of new community providers, including but not limited to primary care providers, Kenosha County Health Department, etc. that make “prescriptions” for non-pharmaceutical interventions like exercise and WIC from 0 to 15.
  
  * New “Eat. Move. Thrive. Rx Pad” is currently being piloted by 6 community providers. Upon completion of the pilot phase, a public launch will be facilitated by the K-HIP coalition to reach at least 15 community partners.

“Through my involvement on the leadership team and coalition, I’ve been able to offer my expertise to work team #3 “non-pharmaceutical” Rx pad, and encourage my patients to set healthy goals.” – Dr. Thompson

Made possible with funding from the National WIC Association (NWA) and the Centers for Disease Control and Prevention (CDC). Does not necessarily represent the views or opinions of the CDC.