

Scott County WIC Laying the Foundation for a Healthier Quad Cities.

by: Kim Tapia

SUMMARY

Scott County's adult obesity rate is 31%, making it higher than the national and state average. There is no question that action needed to take place to decrease further health problems. The goal of this project is to make the healthy choice the easy choice in order for our community live long, happy lives to their full potential. We helped achieve this goal through in store promotion techniques, nutrition education, increasing access to community resources, and bringing community members from all facets together.



CHALLENGE

According to the Quad City Health Initiative, 1 out of 3 people in Scott County struggle with being overweight and/or obesity. This is widely due to lack of nutrition education and a lack of income to buy quality food items as well as lack of knowledge on how to cook and prepare meals. This lack brings about more chronic diseases at a younger age that can be easily preventable through good diet and exercise. The children in our community are growing up with

unhealthy food habits and developing health conditions that do not allow them to live their best quality of life. Through the CPHMC project, we were able to take the first steps into creating a healthier community.

YOUR INVOLVEMENT IS KEY

You can help be the change in the community by educating you and your family on nutrition education. Find out what you should and should not be feeding your family through our website www.scottcountywic.com and spread the word to other people in your area. Scott County WIC is always looking to make lasting partnerships in the community we serve. If you would like more information on how to get involved, email wic@maternal.org.

"Thank you for allowing me to feed my large family a nice Thanksgiving dinner without the pain of spending too much. This allows me to really show love to my family without feeling like I've burnt a hole in my pocket. - WIC client"

- WIC Client

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SOLUTION

Through this project, our goal was to make the healthy choice the easy choice. In order to do this, we implemented in-store techniques in the local grocery stores that promoted easy, delicious healthy meals and WIC services. Some of the techniques include signs such as "WIC Picks" which are placed in the produce section of the store to help incorporate healthy produce into meals. The local store, Hy-Vee, allowed us to use their recipe cards which gave customers a variety of ways to cook their favorite produce. We were able to receive funding allowing dietitians from the local Hy-Vee grocery stores to lead store tours that equipped WIC clients with knowledge and the skill set to shop smarter.

RESULTS

Throughout the implementation of the project, Hy-Vee has been a great support of the WIC signs in the stores and partnered with us in conducting grocery store tours. We were able to reach over 150 families in teaching them how to read nutrition labels and create healthy meals. Riverbend Food bank have been key players in our coalition and we have partnered with them to create the WIC produce stand that gives boxes of produce out to anyone that walks into the door of Edgerton Women's Health Center/Scott County WIC. So far, over 110 boxes have been given out.

SUSTAINING SUCCESS

Scott County WIC will continue to supply the 4 Hy-Vee stores with community resources and WIC brochures to increase WIC participation and healthy living. Our hope for in-store promotion is to work with the grocery stores in taste-testing events so that customers will become more familiar with the different ways to use fresh produce in their diets. The idea is to utilize these different ways of cooking healthier items and passing these skills down to their children. All the while decreasing chronic disease and obesity in our area. We know we are not the only organization dedicated to increase healthy living so we hope the work will continue even after the project has ended.