Partners 4 Health

BACKGROUND

Truman-Medical Center (TMC)-WIC has partnered with Children’s Mercy, the Linwood Family YMCA, community members and organizations involved in the coalition work of Weighing In and the Healthy Lifestyles Initiative (HLI) on a project called Partners 4 Health. The project seeks to make healthy food more accessible and to better connect healthcare, WIC and community resources and supports.

GOAL 1: IMPROVE ACCESS TO 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 in the target community.

- We are working on new on-site promotional strategies at 2 mobile markets, Rollin Grocer and TMC Healthy Harvest Mobile Market. Aligning with the HLI messaging campaign (12345 Fit-Tastic!) in the KC area, our emphasis is promotion of fruits and vegetables through information and signage on the mobile markets and through partner engagement. The reach of the two mobile markets is 137,000 people in the targeted area.

Increase the number of mobile grocers that accept WIC in the target community.

- We are working on pilot authorization for Rollin Grocer, a full-service mobile market, to accept WIC. Rollin Grocer brings quality, affordable produce and groceries to the targeted area, a recognized “food desert.” Achieving this outcome, increases access for 1400 WIC participants in our targeted area.

GOAL 2: IMPROVE ACCESS TO CHRONIC DISEASE PREVENTION, RISK REDUCTION OR MANAGEMENT THROUGH COMMUNITY AND CLINICAL LINKAGES
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Increase the number of partners that make “prescriptions” for non-pharmaceutical interventions like exercise or fruits and vegetables.

- We are piloting fruit and vegetable prescriptions to be redeemed for low-cost produce at the TMC Healthy Harvest Mobile Market. We will test different approaches and incentives at 2 settings, reaching 160 WIC participants, with the ultimate goal of developing effective supports for primary care, WIC and other providers.

Increase the number of partners that receive training in WIC services and benefits and community chronic disease prevention and management services referrals.

- TMC-WIC will be co-located within Children’s Mercy Primary Care Clinics. Our focus is training to Children’s Mercy primary care providers on WIC services and benefits and the best mechanisms for referral and connection to WIC. More than 40 CMH providers have a large reach of more than 17,000 well child checks annually.

- We provide training to five organizations on HLI strategies, such as chronic disease prevention and referral to support organizations. Our focus is coalition partners that serve families within the targeted area (home visiting programs, library, grocers, churches, nonprofits.) Our consistent message about healthy lifestyle behaviors-12345 Fit-Tastic!- helps align and focus our efforts!

Increase the number of primary care providers that create and implement policies to assess for healthy behaviors, including access to fruits and vegetables and neighborhood walkability, during the medical history intake.

- We will build on the HLI message sharing (1235 Fit-Tastic!), assessment and plan for healthy behaviors, implemented Children’s Mercy Primary Care Clinics and at Hope Family Care Clinic, a nonprofit clinic within the targeted area, as well as within the WIC setting. We have been challenged by turnover with our initial healthcare partner, but we are exploring expansion to other coalition partners within the targeted
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area, including home visiting, in alignment with health goal setting and assessments within these programs.

CONTACT INFORMATION

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To join the Healthy Lifestyles Initiative, visit www.FitTastic.org. Sign up as a partner to access 12345 Fit-Tastic! materials.

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