

Project Overview

The Wichita Falls-Wichita County Public Health District was one of 17 local agencies around the country awarded the Community Partnership for Healthy Mothers and Children's grant. The purpose is to develop initiatives to reduce chronic disease rates in our respective communities. Using the two-tier approach focusing on our priority population and the community, Wichita County embarked upon the most ambitious community-driven plans in the country, drafting a community action plan that encompassed 15 challenging objectives. Despite a variety of challenges, we were able to accomplish most of our objectives laying the groundwork for completing others using lessons learned, funding from other sources and support of our coalition members.

Objectives

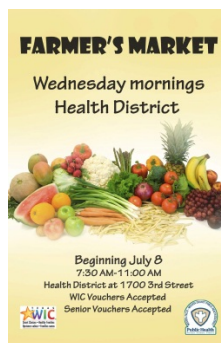
1. Increase the number of farmers' markets that offer cash or coupon incentives for the purchase of healthy foods in the target community from 3 to 4. – CPHMC staff worked with the North Texas Area Food Bank to create a new Farmer's Market location at the Health District. This provided "one-stop-shopping" for WIC clients. Vouchers and the market are now in one location for ease of access to the clients.
2. Increase the number of restaurants/bars using nutrition labeling to identify "healthy" menu options in the target community from 0 to 5. – Implemented the healthy restaurant initiative, 'Por Vida', in the community. A community coalition, including local dietitians analyze menu items to identify healthy foods that meet 'Por Vida' guidelines. 'Por Vida' is very successful, there are over 20 restaurants participating.
3. Increase the number of providers using new tools or resources to create awareness of how to access healthy food options in the community from 0 to 7. – The website: <http://www.eatwellwichitacounty.com/> was created to allow partners easy access to resources like the WIC easy shopping guide and information about 'Por Vida' participating restaurants.
4. Increase the number of WIC approved vendors with on-site and in-store placement and promotion strategies of WIC foods from 0-12 – Although we have had some major success in this area, lack of funding made completing this initiative very difficult.
5. Increase the number of elementary schools that make plain drinking water available at no cost to students from 4 to 7 by the end of the project period. – One elementary school in the area decided to change its internal school policy. District wide, however, school administrators feared that students would abuse these policies (use alcohol vs. water in water bottles). All schools have water fountains.
6. Increase the number of tools or resources available to improve awareness of available chronic disease preventions and management services in the community 1-2. – Coalition partners were provided Wellness Resources website: <http://www.wcresources.org/>. Grant funds were used to create an app for the site. The Clinics of North Texas reported that their providers were impressed by the site and are able to share it with their clients.
7. Increase the number of providers, WIC staff, other healthcare staff and other community partners that receive basic training in community chronic disease prevention and management services referrals from 0-20 – We are continuing to explore this initiative with another grant.

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8. Increase the number of providers, WIC staff, other healthcare providers and other community partners that refer to chronic disease prevention and management services. – Several presentations to health sector representatives and other community partners such as Midwestern State University Nursing Students, the League of Women Voters, and First Step were conducted.
9. Increase the number of providers, other healthcare staff and other community partners that receive basic training on WIC services and benefits from 5-50. – WIC tours were conducted to providers who had an interest in finding out more about WIC and the resources that it has available. The providers were generally surprised at what WIC has to offer clients.
10. Increase the number of providers and other community partners that make prescriptions for non-pharmaceutical interventions from 1-5. – Unfortunately, the first version of the prescription pad was not well received by physicians; we are working on a revised version with great input from physicians.
11. Increase the number of providers, WIC staff, other healthcare staff and other community partners that receive basic training in breastfeeding from 19 to 44. – Although the training was available, providers/staff were not motivated to complete training.

Key Accomplishments

CPHMC is very proud that we have been able to offer some healthier options to the community. We view the following objectives will have the largest impact on the population. ‘Por Vida’, the new Farmer’s Market, the WIC easy shopping guides, and the websites that provide people easy and quick access to healthier food options in Wichita County. The creation of the breastfeeding coalition has been very successful and the coalition is beginning to take on some of its own projects.



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