About the CPHMC Project:

- Project is a 3 year, cooperative agreement, funded by the Centers for Disease Control, Division of Community Health.
- The target population for this initiative are underserved mothers and children with the goal of improving the health of this population within their states.
- ACOG, in collaboration with the National WIC Association, have successfully spearheaded this project in which 32 local WIC agencies in throughout the United States have created community based interventions to increase access to healthy foods and reduce chronic disease.
- A Physician Advisor shares insight and guidance for formulating interventions. Coalitions have also created vital partnerships with various healthcare establishments and organizations throughout this partnership.
- For the first cohort of the project, agencies from: New Mexico, Iowa, Missouri, Kansas, New Jersey, Virginia, Maryland, and Texas created community coalitions within their specific counties they are trying to serve and developed objectives and activities centered around healthy food access, breastfeeding, and WIC/primary care referrals, cultural competency, and WIC trainings for healthcare staff.
- These efforts have continued to be sustained within these communities past the project period. Cohort 2 of this project will implement similar initiatives within their areas.

This toolkit will focus on ACOG’s engagement in this project, the role of the OB/GYN provider, as well as describing local WIC agency success stories and samples of their work.

In this toolkit:

- Flyer describing ACOG’s engagement on this project
- Flyer describing WIC/Provider connection
- Provider webinar, describing the OB/GYN provider role within the project (webinar was given to local agencies)
- Success stories depicting community clinical linkage initiatives
- List of Cohort 1 and Cohort 2 participants
- Examples of work by local WIC agencies