



Tarrant County WIC

Fort Worth, Texas

COMMUNITY PARTNERSHIPS FOR HEALTHY MOTHERS AND CHILDREN

Breastfeeding Boot Camp

- * Modified a successful training model from City of Dallas WIC
- * Partnered with 2 local hospitals
 - * John Peter Smith Hospital
 - * Medical Center Arlington
- * Over 750 staff from 2 hospitals will be trained during the pilot
- * 6 modules with hands-on practice
- * Training team hopes to expand the training in 2017



Participants rotate through 20 minute stations about:

- * Skin to skin contact
- * Latch and positioning
- * Breast pumps
- * Positive messaging
- * Supplementation
- * Hand expression

Participants discuss provider-bias and participate in role-play scenarios to utilize new concepts and skills



Fort Worth Community Food Access

- * Partnered with Tarrant County Food Policy Council and Blue Zones Project Fort Worth
- * Developed a local ordinance to allow for the sale of produce in public places and neighborhoods
 - * Mobile fresh market
 - * Produce push cart

Tarrant County Resource Guides

- * Provide food assistance and chronic disease resource information for the public
- * Extended version available for staff reference includes education and physical activity facilities, like parks and libraries
- * Shared with partners to distribute as needed
- * Highlight local service databases - Tarrant Cares and United Way's 2-1-1.

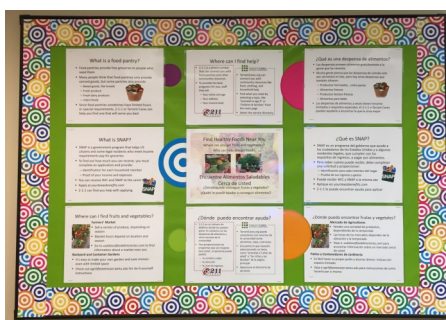


Tarrant County WIC

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Basic WIC Training

- * Provided overview of benefits
 - * Healthy foods
 - * Nutrition education
 - * Breastfeeding support
- * Discussed eligibility
- * Dispelled common misconceptions
- * Provided training for hospital staff, including social work department



WIC Clinic Resource Displays

- * Installed in lobbies or classrooms
- * Provide resources for
 - * Food assistance
 - * Chronic disease programs
- * Food access display highlights farmers' markets and home gardens
- * Both highlight 2-1-1 and Tarrant Cares

Grocery Store Tours

- * Developed a grocery store tour highlighting Blue Zones Foods, foods found to be commonly consumed in areas with long-living populations
- * Tour utilizes the MyPlate icon to emphasize the importance of variety in the diet
- * Students from TCU have also modified the training for tailored audiences, like individuals with diabetes
- * The trainings will be implemented in three chain grocery stores in Fort Worth

Community Partners

Blue Zones Project Fort Worth
John Peter Smith Hospital
Medical Center Arlington
Tarrant Area Food Bank
Tarrant County Food Policy Council
Texas A&M AgriLife Extension

Lessons Learned

- * There is a wide range of opportunities for WIC to partner with other organizations to promote community health
- * Community involvement allows WIC staff to provide better resources to participants
- * Duplication of efforts is greatly reduced when WIC partners with other organizations
- * Impactful community health initiatives are not always expensive

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