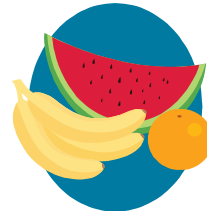
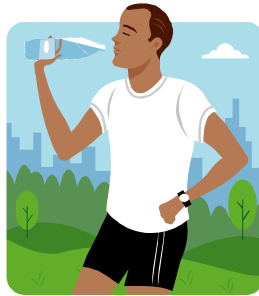


# California WIC Association Advocating for a Better Future



**California Head Start Association  
2011 Health Institute- May 3-4  
Karen Farley, RD, IBCLC**

# WIC Facts and Figures

- **In California, the nation's largest WIC Program, 84 local agencies currently serve almost 1.5 million participants at 650 local centers**
- **Nearly 60 percent of infants born in California receive WIC services**

# WIC Facts and Figures

- **WIC is a domestic discretionary program that received an FFY 2011 appropriation of \$6.748 billion**
- **California WIC infuses annually 1 billion into the retail food economy and \$330 million to support state and local nutrition services and administration**

# **California WIC Association Working to Build Better Health**

## **Mission:**

- **Our mission is to lead California communities to nourish, educate, support, and empower families in building a healthy future**

# California WIC Association

## Activities:

- Training and staff development
- Public education and advocacy
- Participation in maternal and child health, public health, and nutrition education advocacy

# California WIC Association

## Activities:

- **CWA members and staff provide leadership by acting as a resource for organizations dedicated to the promotion of maternal and child health (eg: State Advisory Boards and Task Forces)**

# California WIC Association

## Activities:

- **CWA seeks inclusion and partnership beyond the traditional WIC network, including other service providers, business and corporations, vendors, and the general public**

# California WIC Association

## Activities & Advocacy:

- **Federal-level Advocacy**
  - WIC Reauthorization
  - Formula Marketing
- **State-level Advocacy**
  - Policy Day- May 25
  - Legislation



# California WIC Association

## Programs:

- **New WIC Foods**
- **Breastfeeding**
- **California Nutrition Corps**
- **Worksite Wellness**
- **WIC Can Help**
- **WIC Platinum Services**

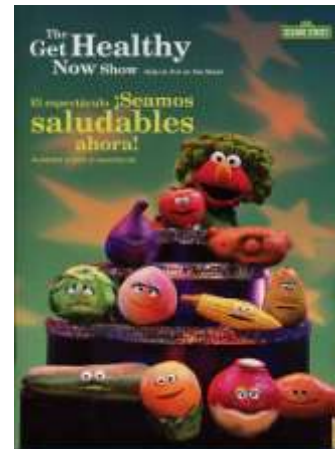


# New WIC Foods

- Better Foods



- Clear Messages



- Healthy Outcomes



# Breastfeeding Advocacy

- **CWA is working with multiple partners to improve breastfeeding rates among low-income women in California.**
- **Our goals are to increase initiation and duration of breastfeeding, particularly exclusive breastfeeding, as well as promote greater acceptance of breastfeeding as the accepted norm.**

# Breastfeeding Advocacy

## CWA-Sponsored bills:

- **SB 502 (Pavley & deLeon): Require hospitals to have an infant feeding policy, communicate that to hospital staff, and the public.**

# **WIC Worksite Wellness The Time is Now!**

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***The way to do things is to begin.***

**- Horace Greeley**

# **WIC Connects the Dots!**

- **The time is now to take our wellness efforts to the next level**
- **Engaging staff members in the process, and reflecting their health priorities will help us make a positive impact on health**
- **It's all about the family!**

# Wellness at WIC – Past Successes

- **WIC Walks the Talk (WWT)** to assist WIC clinics in supporting employees to adopt more physically active lifestyles
- **FitWIC**



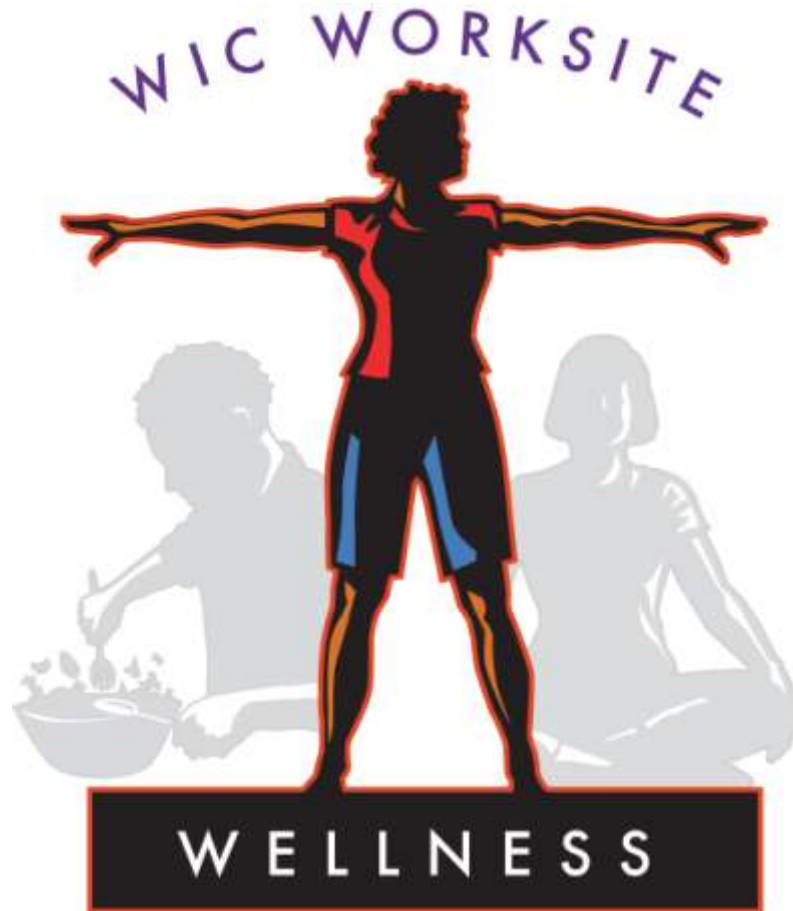


# Wellness Defined

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- **Wellness is an expanded idea of health and means more than absence from disease. True wellness is determined by the decisions you make about how to live your life with vitality and meaning**

# Work Well, Be Well, Live Well



# **Work Well, Be Well, Live Well**

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## **Vision:**

**To create and sustain a healthy and thriving WIC community that focuses on a culture of mutual support and physical, mental, and emotional well-being**

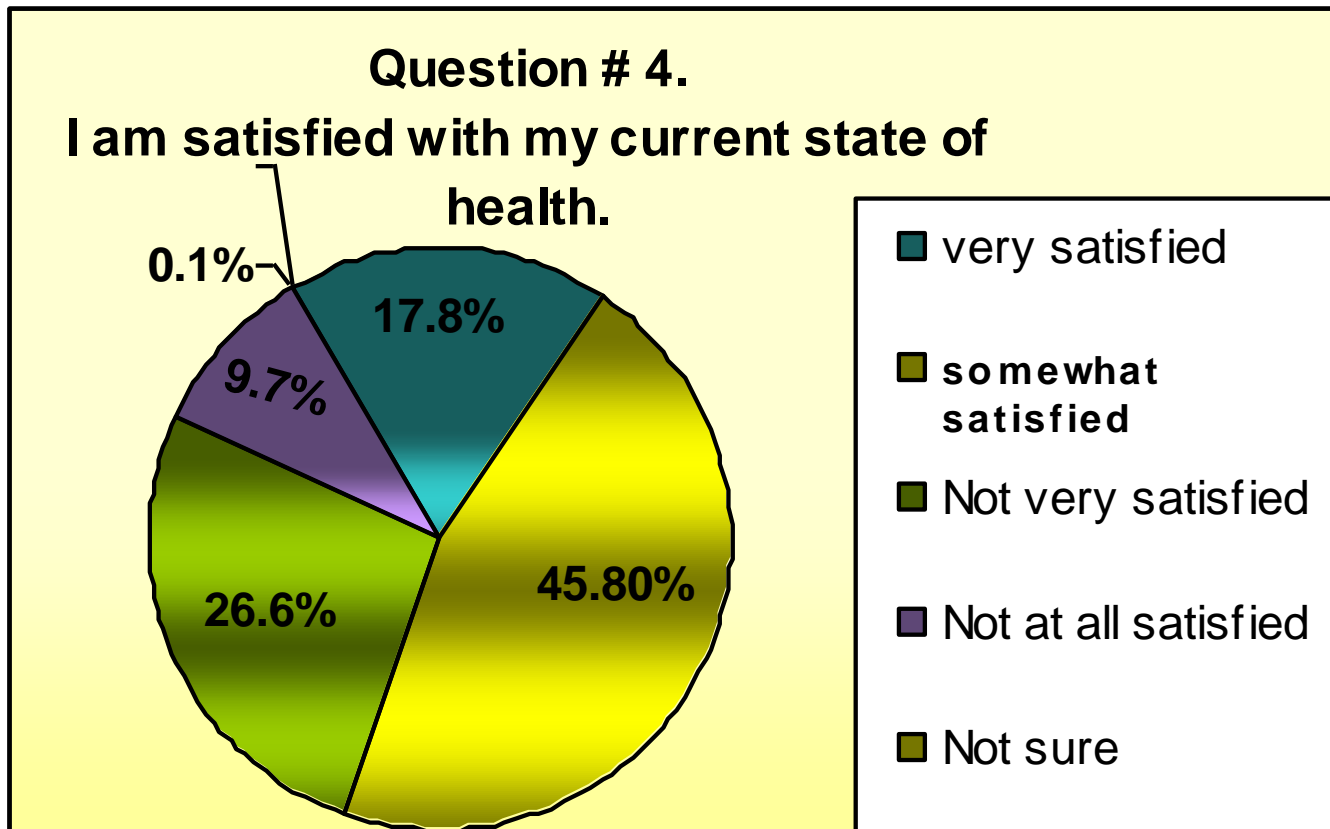
# Work Well, Be Well, Live Well

- **A CDC report says 65% of U.S. adults can be reached through their workplaces, making them the perfect settings for fitness and wellness programs**
- **California WIC is the nation's largest WIC Program, with 3500 dedicated staff serving 1.5 M mothers and children**

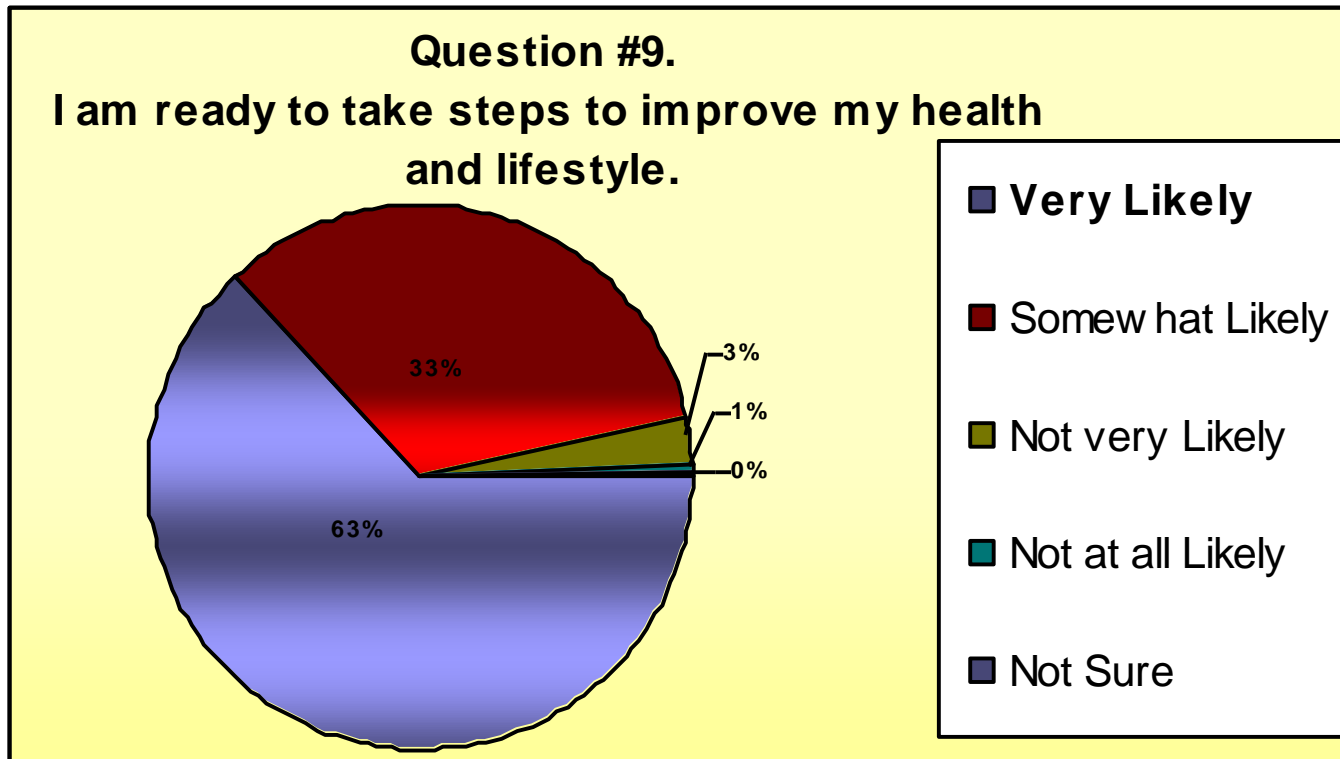
# Needs Assessment Survey

- **To develop an understanding of WIC employee attitudes and practices around wellness, staff were invited to complete an Employee survey.**
- **Wanted approximately 15% (about 450) responses**
- **More than 1300 of responded**

# Survey Results



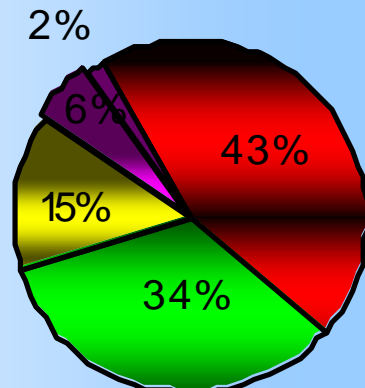
# Survey Results



# Survey Results

## Question #2.

If I had a 5-minute break, I would use it for personal activity - like stretching, yoga, or a walk - if there was a place to do it.



- Very Likely
- Somewhat Likely
- Not very Likely
- Not at all Likely
- Not Sure



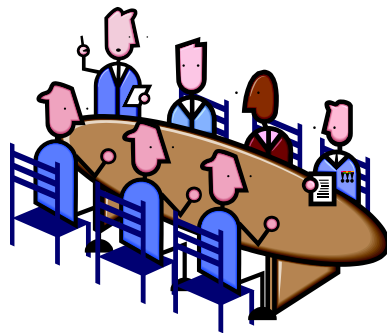
# Survey Results

- We heard from our Staff loud and clear **Stress Management (Work-Life Balance) - 63.8 %** and **Weight Management—53 %**



# Survey Results

**An overwhelming number of staff prefer that health topic information be given during staff meetings. Weekly e-mails and lunch and learns were also an option.**



# Well WIC Worksite

- With the help of the needs assessments, and a review of best Worksite Wellness practices, the Advisory committee has developed Guidelines (10 Steps) that will deem a WIC Agency a “WIC Certified Well Worksite”



# How Does WWW Work?

- **10 Step Guidelines to help WIC Agencies become a “WIC Certified Well Worksite”**
- **Agencies will sign a letter of intent that they want to be “WWW” and will have 12-15 months to put their policies and practices in place**
- **A team of evaluators will evaluate the Agency to “certify” it a “Well WIC Worksite”**

# How Does WWW Work?

- **CWA, in consultation with the statewide wellness advisory committee, will support local agencies to prepare for and achieve official Well WIC Worksite certification**
- **CWA will continue to support certified worksites in sustaining staff enthusiasm and engagement in healthy work behaviors over a 3 year period**
- **Local Agencies will have the option to update and renew their commitment to the program every 3 years**

# 10 Steps to a Well WIC Worksite

## 1. Better Nutrition/healthy foods

- Healthy menu options at meetings
- Educate staff on portion sizes
- Encourage staff to maintain their food diaries
- Conduct vegetable and fruit challenges

# 10 Steps to a Well WIC Worksite

## 2. Physical Activity

- Activity, stretch breaks at staff meetings and during work days
- Walking clubs
- PA Challenges
- Worksite stairwell use



# 10 Steps to a Well WIC Worksite

## 3. Emotional/Mental health support

- Invite speakers to educate staff on stress-management, parenting, personal financial management, managing relationships, conflict resolution, domestic violence
- Provide information on depression
- Invite Human Resources to provide information/speakers on: Mental Health coverage under current health insurance; Employee Assistance Program



# 10 Steps to a Well WIC Worksite

## 4. General Health

- Provide Health Risk screening for staff
- Flu shots, self-examination, dental health, doctors office guides
- Offer Smoking Cessation programs
- Offer ergonomic information or programs

# 10 Steps to a Well WIC Worksite

## 5. Lactation Accommodation for WIC Staff

- Privacy to pump
- Storage for expressed milk
- Education for staff during prenatal and postpartum periods



# 10 Steps to a Well WIC Worksite

## 6. Community Capacity Building

- **Coordinate wellness efforts with Network Regional programs**
- **Conduct events with community partners. eg: Chamber of commerce, Parks and Recs, Childcare agencies**
- **Become member of a local consortium on health & wellness**
- **Conduct an annual health awareness event in the community**

# 10 Steps to a Well WIC Worksite

## 7. Senior-level and Board support

- **Develop a mission statement that reflects a commitment to the health and well-being of employees**
- **Success depends on upper management being engaged in the process**

# 10 Steps to a Well WIC Worksite

## 8. Designate Wellness Coordinator

- Allow time during staff meetings for this person to present info
- Form a Wellness committee or taskforce
- Survey/assess employees prior to implementing programs

# 10 Steps to a Well WIC Worksite

## 9. Communicate and promote Wellness program to staff

- Use Bulletin boards, monthly/weekly health tips, paystub inserts
- Wellness newsletter
- Staff meeting to include time for physical activity/wellness, taste testing, sharing recipes, etc.

# 10 Steps to a Well WIC Worksite

10. **Periodic evaluation to assess the success and identify changing staff needs of the Worksite Wellness program**
  - Evaluate health/wellness programs and impact on employees
  - CWA will work with Network to enhance the effectiveness of our worksite wellness initiative

# Key Components of the WWW Program

## Development:

- **Developing agencies must choose from a menu of options outlined in the work plan**
- **CWA will provide training and incentives to assist in planning and implementing changes designed to make healthy eating and active living an integral part of the WIC working day**



# Key Components of the WWW Program

## Development:

- **Site wellness coordinators will participate in trainings via the web and at regular conferences put on by CWA, and network with other WIC colleagues to share ideas and get support**
- **List serve mailing group to support each other and exchange best practices**

# Key Components of the WWW Program

- **Incentives are key to successful marketing and sustainability of WIC Worksite Wellness**
- **Staff wellness incentives such as exercise equipment and gear, cooking equipment, books and CDs, exercise outer wear, gift cards, discounted gym memberships, etc will be procured for staff with partner support**

# **Key Components of the WWW Program**

## **Certification:**

- **When a local WIC agency is ready to certify as an official Well WIC Worksite, teams of peer and expert reviewers will conduct an on-site visit**
- **Using a checklist tool, team members will interview the Wellness coordinator and other staff and review the planning documents**

# Key Components of the WWW Program

## Certification:

- **Agencies who meet completion criteria for all of the Ten Steps will be awarded official Well WIC Worksite Certification**
- **Certification will include onsite recognition with attractive signage, and inclusion in community celebration via the CWA newsletter and the Well WIC Webpage**

# **Key Components of the WWW Program**

## **Evaluation:**

- **Ongoing evaluation is critical to the success of WIC Worksite Wellness, and each site will be asked to cooperate in simple research protocols designed to capture the health impacts and cost benefits of the California WIC Worksite Wellness program**

# Key Components of the WWW Program

## Evaluation:

- **Since this is a groundbreaking model with potential for replication across the nation, CWA is establishing research partnerships with scholars from the UC Berkeley Center for Weight and Health and the UCLA Center to Eliminate Health Disparities to assist with research design, analysis and dissemination of results**

# Key Components of the WWW Program

## Sustainability:

- To keep up interest in healthy worksite behaviors over time, the program will provide ongoing staff recognition and incentives
- CWA staff will also plan and coordinate cross-agency networking, peer support and periodic refresher courses to reach and train newly recruited agencies and Wellness leaders

# Best Wellness Practices at WIC

- **Shasta County WIC – *Take Action!***  
**Collaboration is key for success!**





# Best Wellness Practices at WIC

- **Monterey County WIC**

People will change to reflect their environments. If you want healthy people, create healthy environments



# Best Wellness Practices at WIC

## PHFE WIC - Evaluations are key!

- Help tailor program for staff needs
- Provide compelling evidence on the value of worksite wellness



# Work Well, Be Well, Live Well



# Work Well, Be Well, Live Well



# Work Well, Be Well, Live Well



# Work Well, Be Well, Live Well



# Work Well, Be Well, Live Well



# **Work Well, Be Well, Live Well**

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***Why not go out on a limb? Isn't that where the fruits are?***

**- Frank Scully**



# Contacts

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