

# 2010 California MD - WIC Survey

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- Obtain MD interest in collaborating with WIC to optimize health outcomes for women, infants and children in California
- Which WIC services are valued by MDs
- Identify MD communication preferences and best practices for working with WIC
- Local WIC dietitians and MDs can build partnerships in their communities



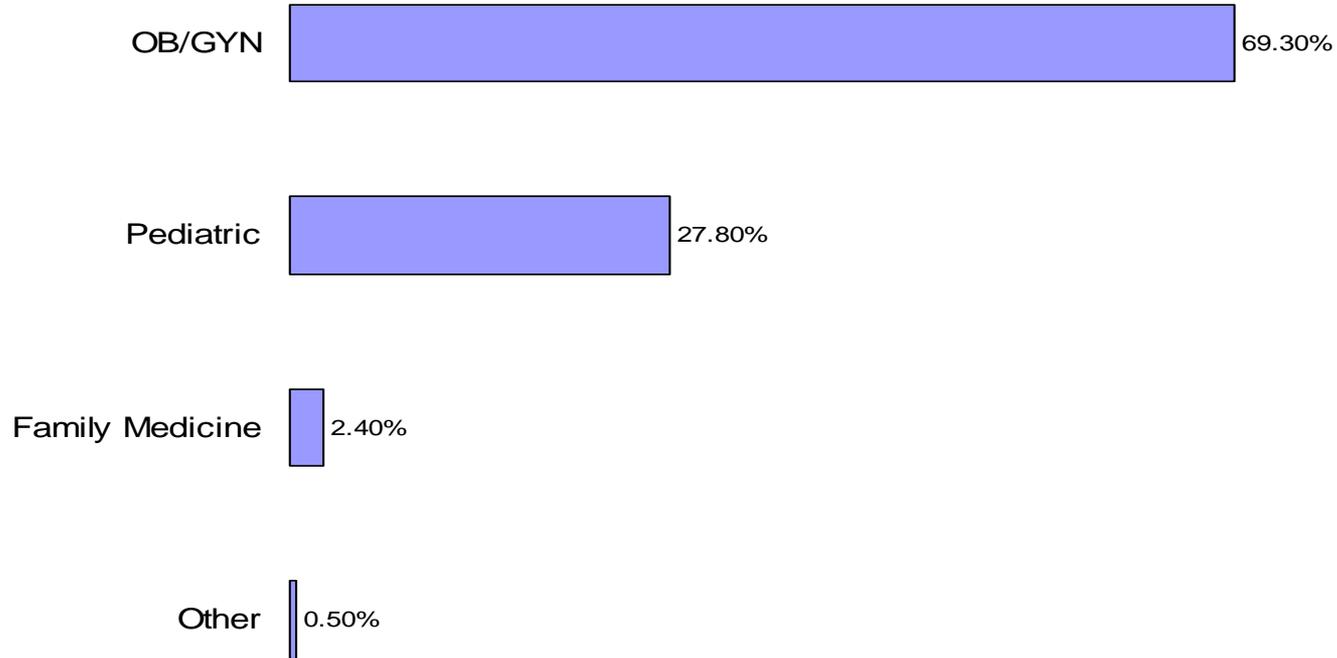
## Goal

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- Streamline communication
- Early interventions
- Improve access to care
- Exclusive breastfeeding
- Coordination for obesity prevention



# MDs Who Completed the Survey

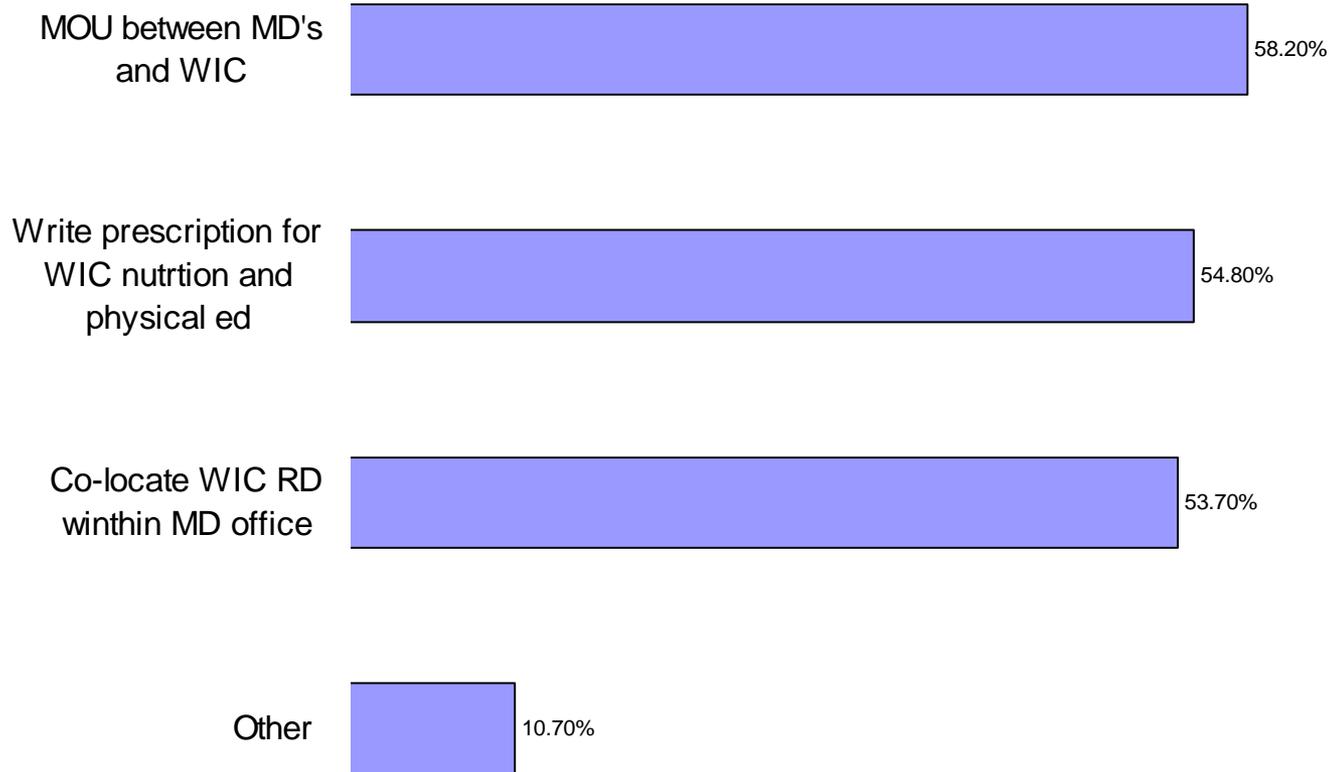


86.3% of the respondents work with WIC participants





# How can MD's and WIC improve nutrition education and physical activity for children?



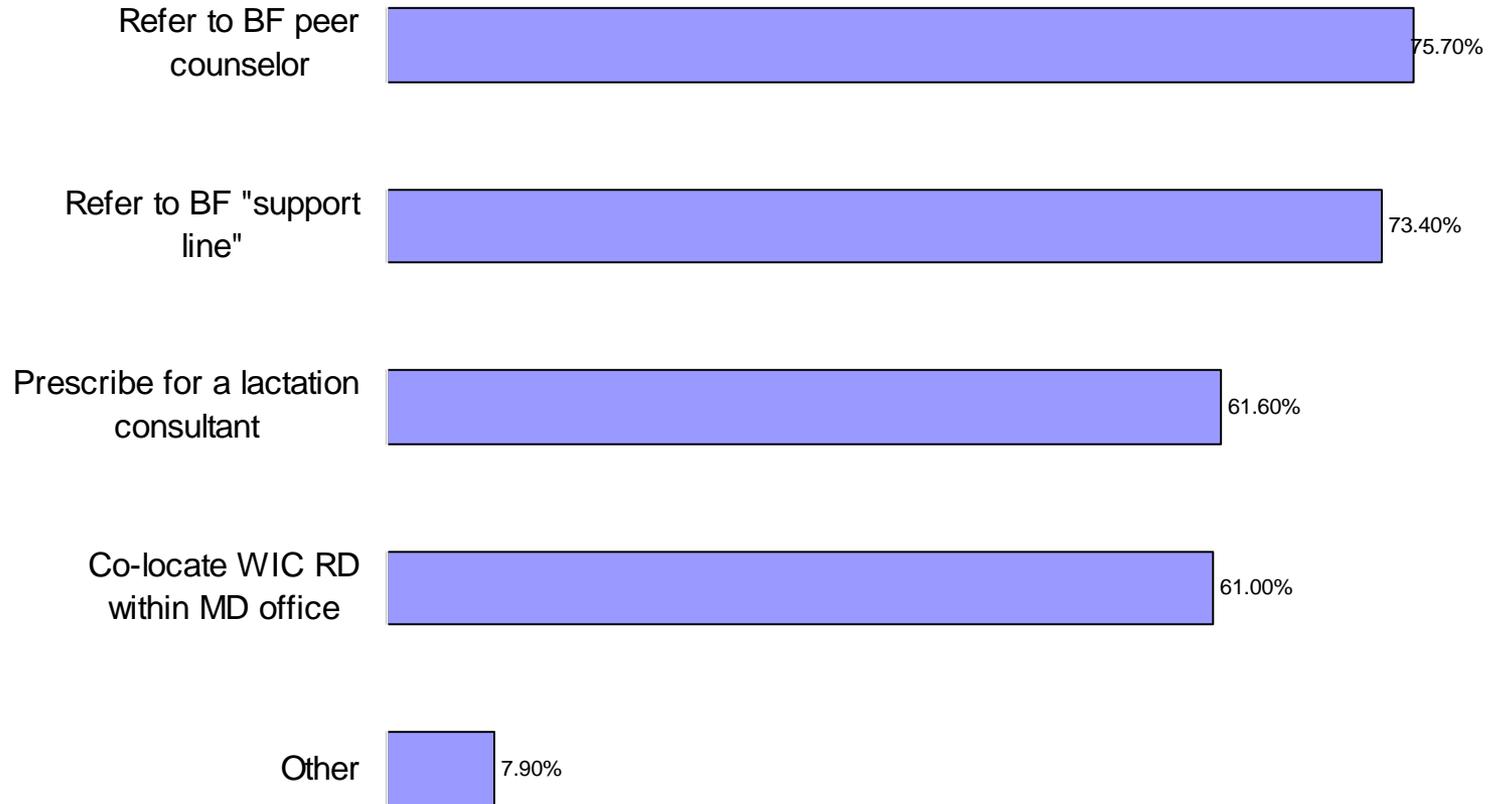
## Noteworthy suggestions:

- Have a standing order with WIC
- Provide education to participants and WIC staff





# How can MD's partner with WIC to promote breastfeeding?



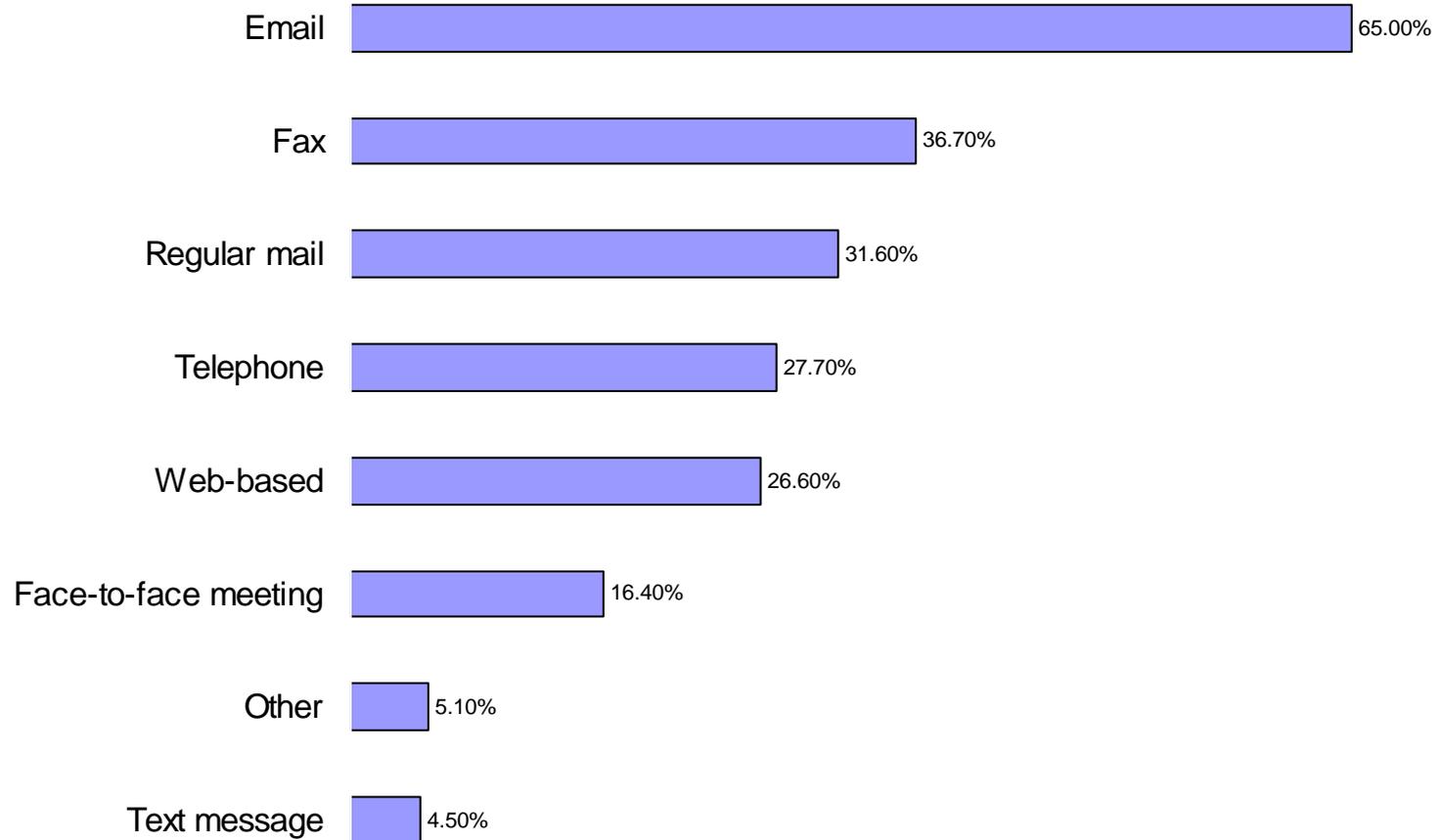
**Noteworthy suggestion:**

- Onsite breast feeding support



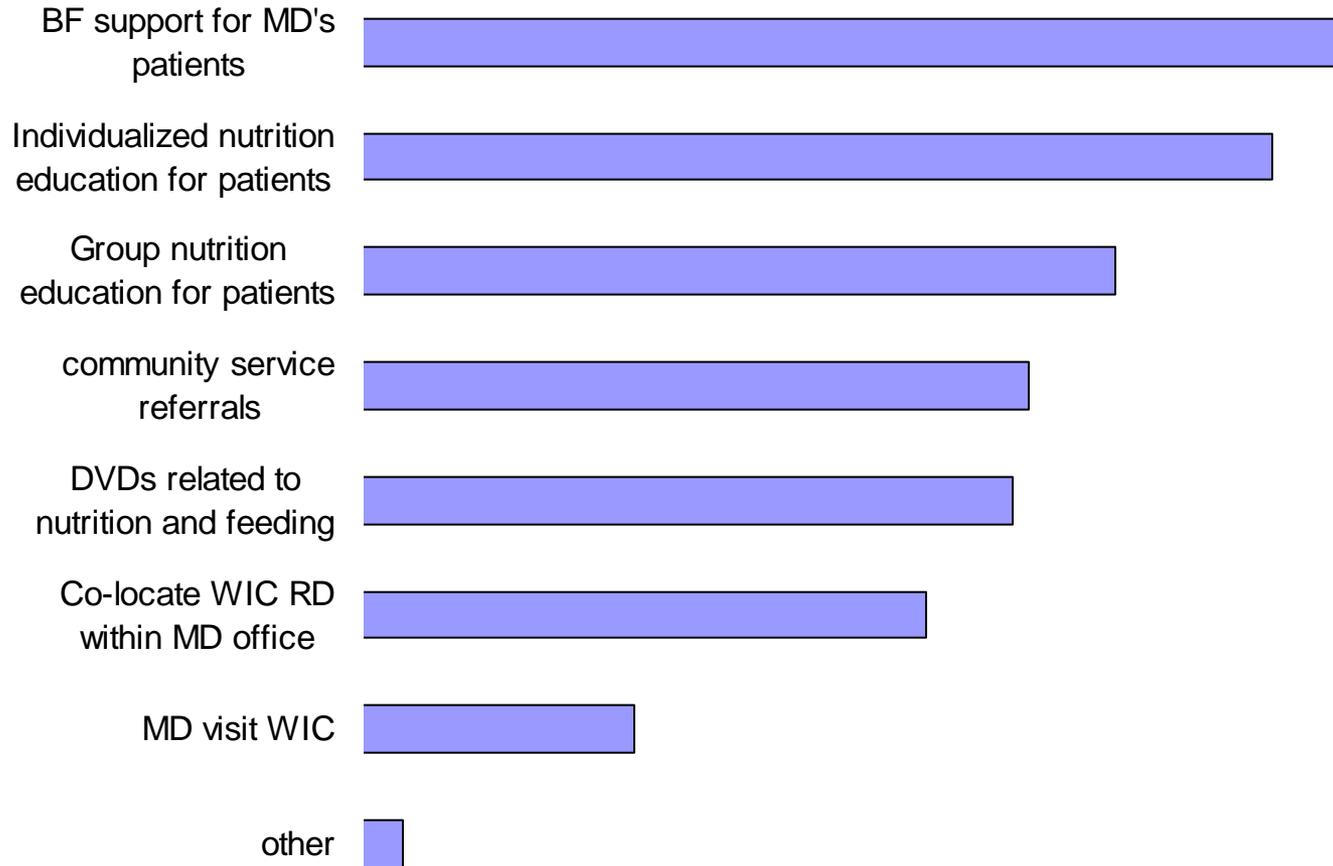


# Best ways for MD's and WIC to communicate





# WIC services of interest to MD's



# Respondents

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- 205 Respondents
- 69.30 percent OB/GYNs
- 27.80 percent Pediatricians
- 2.4 percent Family Medicine
- 0.50 percent - Other



## Methods

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- American Academy of Pediatrics CA Chapter 3
- American Congress of Obstetricians and Gynecologists District IX
- California Academy of Family Physicians

The above organizations sent the survey link to their members via a regular member communication or in their member newsletter





# Survey Questions

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- Are you familiar with HEDIS measures for weight assessment and counseling for nutrition and physical activity for children ages 2-17?
- Do you provide services for WIC participants?
- Approximately how many WIC referral forms do you or your staff complete each week?
- How can physicians/clinicians work with WIC to better adhere to performance measures (such as HEDIS) for nutrition education and physical activity for children 2- 17 years of age?
- How can physicians/clinicians best partner with WIC to promote and support breastfeeding of infants to at least age one year?
- What are the best ways for WIC to communicate with you about your patients?
- What types of WIC services would be of interest/helpful to you as a physician/clinician?
- City/Zip

