

PROPOSAL NARRATIVE

A. Abstract

1) Relevant Funding Objectives. The City of Pasadena Public Health Department's (PPHD) Women, Infants, and Children (WIC) Program requests \$444,908 in grant funding to address child retention. Our program loses over 15 percent of children after their first birthday, and participation continues to decrease across all age groups, decreasing by nearly 30 percent by age 2 and almost 40 percent by age 4. In 2015, the PPHD WIC Program began a concerted effort to identify the underlying causes of our child retention issue. Our most significant finding was that 99 percent of WIC participants who were surveyed were unaware that their child could continue in the program up to age five.

2) Summary of the Planned Intervention. The PPHD WIC Program seeks to implement an innovative, themed outreach strategy ("Roadmap to Success") and associated marketing and promotion activities that will increase child retention by capturing the attention of WIC parents and directly addressing lack of knowledge and lack of empowerment. Roadmap to Success is a graphical depiction of a WIC family's movement through the program from birth through the child's fifth birthday. The Roadmap will be incorporated into all PPHD WIC efforts and materials to reinforce key messages. The Roadmap will surround the participant in WIC settings and will appear in multiple venues in the community. From the perspective of the participant, the Roadmap will be everywhere. The idea for the Roadmap was inspired by the WIC Journey Map, which has been successful in helping WIC participants around the country navigate the journey from the WIC office to their kitchen.

3) Project Goals. The goal of our project is to increase the retention of children ages birth to five. The purpose of the proposed Roadmap to Success is to provide the 'big picture' of WIC – that the program is available for children through age 5, that participation may require as few as four appointments per year after the first year, and the critical nature of services.

4) Project Evaluation. The project's three objectives will evaluate progress on increasing retention (outcomes) and will document project procedures, outputs, and challenges (process) over the three-year grant period. Data collection methods will include four focus groups with WIC participants, paper surveys, and analysis of our robust participant data. Year 1 and 2 activities will be comprised of planning and design for the project intervention (i.e., outreach and marketing/promotion) and the evaluation. We expect implementation of the intervention and data collection to begin at the end of Year 2 and continue throughout Year 3.

5) Key Personnel

The PPHD proposes one full-time Project Manager (Mr. Romesh Anketell) to oversee the entirety of this project and conduct the majority of activities. Mr. Anketell is a current PPHD employee and has experience with the PPHD WIC Program; as a result, we will be able to fast-track the launch of the project with no start-up delays related to hiring and orientation. Mr. Anketell has a Master of Public Health Degree and is a Certified Health Education Specialist. The PPHD will hire an experienced evaluation subcontractor (master's degree or doctorate level) to assist with design and implementation of evaluation activities.