

Sutter County Human Services Department-Health

A. Abstract

Sutter County Human Services Department-Health (SCHSDH) is requesting WIC Mini Grant funding in the amount of \$181,224 from the Women, Infants, and Children Division (WIC) - California Department of Public Health (CDPH) in order to conduct services over a three-year period that will identify current and innovative strategies to increase the percentage of pregnant WIC participants enrolling as early as possible in their pregnancy. The target population served through the WIC Mini Grant Project is low-income pregnant women or those who plan to become pregnant and individuals who have private insurance or Medi-Cal coverage. The target population includes pregnant women or those who plan to become pregnant, individuals who have limited English proficiency, mixed-immigration status, are eligible to receive means-tested federal assistance programs or reside in surrounding agricultural communities of Sutter County.

Upon receiving WIC Mini Grant funding, SCHSDH WIC will implement the WIC Mini Grant Project to achieve one proposed goal; identify current and innovative strategies that increase the percentage of pregnant WIC participants enrolling as early as possible in their pregnancy. In order to achieve this goal, SCHSDH WIC will conduct thirty-two work plan activities (e.g. focus groups, key informant interviews, healthcare provider outreach, data collection and social media development) and meet four objectives: (1) Identify primary reasons for delayed entry to prenatal enrollment in SCHSDH WIC; (2) Increase the six-month average percentage of pregnant WIC participants enrolling in SCHSDH WIC during the first trimester of pregnancy; (3) Increase the amount of self-reported WIC referrals received from a healthcare provider; (4) develop four bilingual promotional materials to support media and outreach activities in cross-sector agencies and community-based sites serving the target population.

The WIC Mini Grant Project will be implemented according to a Three-Year Work Plan developed to track measures of accomplishments and activities in support of four main objectives. Activities will be accomplished by WIC Mini Grant Project personnel during defined timelines proposed for each activity. The WIC Mini Grant Project will be evaluated through a Three-Year Program Evaluation Plan which correlates to specific evaluation measures. Sample research questions include: What are the reasons for delayed entry to prenatal enrollment in WIC in Sutter County?; Where did each focus group participant first hear about WIC?; Did the promotion of bilingual print materials increase the six-month average of prenatal WIC enrollments during the first trimester of pregnancy?; and Are local healthcare providers aware that WIC services are accessible for individuals with private insurance if they meet eligibility criteria? Sample monitoring and evaluation questions include: How many focus groups were held?; and How many social media posts were shared in year three? In order to track metrics, data sources such as WIC MIS, Excel Spreadsheets and Facebook Analytics will be used.

The WIC Mini Grant Project will be facilitated by three key personnel; Health Program Specialist (HPS), WIC Coordinator and Nutrition Assistant. The HPS will act as WIC Mini Grant Project Coordinator to execute work plan and evaluation activities and advance collaborative efforts with cross-sector agencies and coalitions. The WIC Coordinator will oversee WIC Mini Grant Project activities. The bilingual Nutrition Assistant will translate promotional, media and outreach materials and provide verbal and written translation of focus groups.