



Nutrition Services

Presentation to the Health Commission

October 16, 2018

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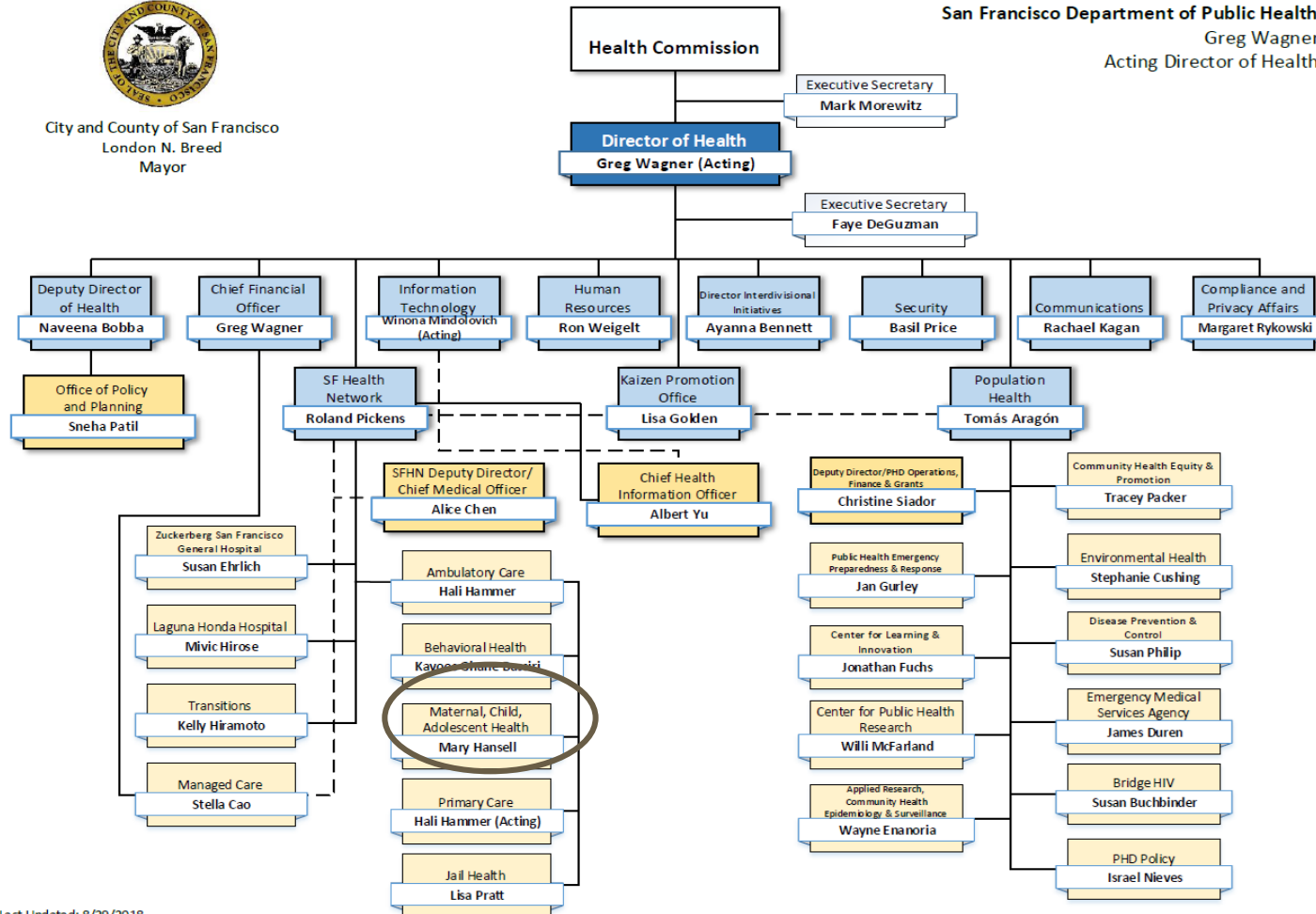
Director of Nutrition Services





City and County of San Francisco
London N. Breed
Mayor

San Francisco Department of Public Health
Greg Wagner
Acting Director of Health



Overview

- Nutrition Program for Women, Infant and Children (WIC)
- Collaboration with Mayor's Office of Civic Innovation- Data SF, Civic Bridge and Google
- Addressing food insecurity among pregnant women
- Achieving health equity through breastfeeding support

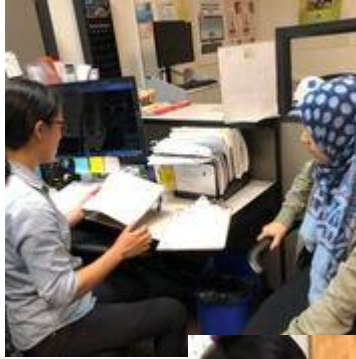
What does WIC Provide?

Checks to buy healthy foods



The average cash value of WIC checks per participant is about \$65/month/ participant

WIC is for low-income pregnant and postpartum women, infants, and children up to age 5 who are at nutritional risk.



Nutrition & Health Education & Counseling



Referrals to Health Care and Community Services



Breastfeeding Education and Support



Impact of WIC On Health Outcomes

- Reduced risk for child abuse and neglect
- Reduced risk for preterm, low birth-weight, and very low birth-weight babies
- Reduced infant mortality rates
- Promotes physical and cognitive growth
- Improved diets
- Reduced long-term health care costs

Impact of WIC on the Community

- Impact on local food environment
- Improved access to fruits, vegetables, whole grains
- In 2017, WIC infused ~ \$7.5 million in federal funds into the SF retail food economy.

*https://s3.amazonaws.com/aws.upl/nwica.org/WIC_Public_Health_Role.pdf

WIC Works: Addressing the Nutrition and Health Needs of Low-Income Families for 40 Years: <https://www.cbpp.org/research/food-assistance/wic-works-addressing-the-nutrition-and-health-needs-of-low-income-families>

Challenge

- Compared to July 2016, there has been a 24% decline in 1-5 year old participating in SF WIC
- WIC serves approximately 9000 participants/month; 75% of participants are children

Why Has WIC Participation Fallen of Since 2011?

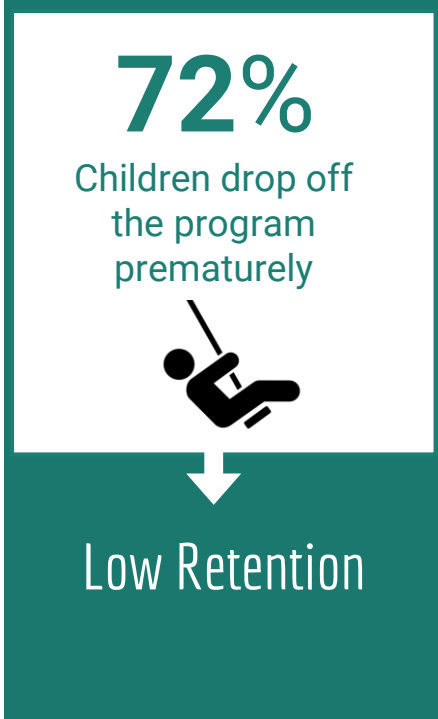
DataSF

Google



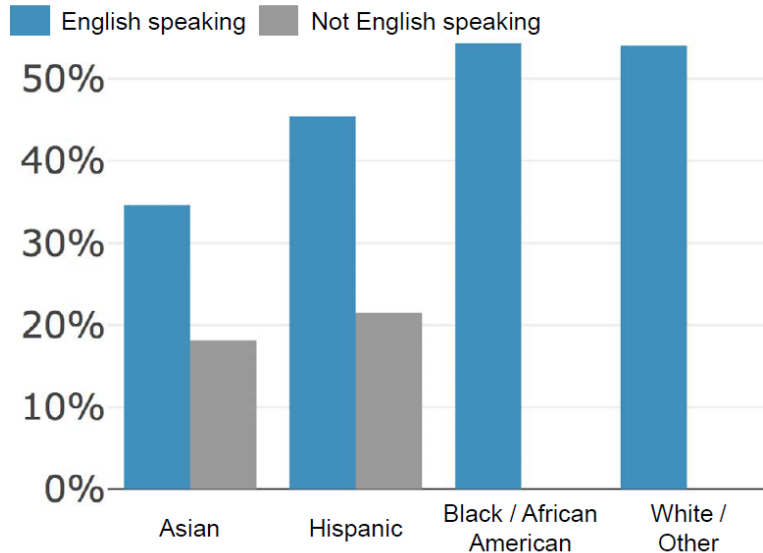
SF MAYOR'S OFFICE OF CIVIC INNOVATION

DataSF Analysis: Participation & Retention trends- 2011- 2017



DataSF Data Analysis- Participation and Retention Trends 2011-2017

Percent of participants who drop out of program by language preference



% Drop out by language

English speakers are 1.75 times as likely to drop out at 13 months

- Babies who are exclusively formula fed are 50% more likely to drop out
- English speakers are more likely to drop out regardless of their Race/Ethnicity

Qualitative Data Analysis-WIC & Google Partnership

9 participant interviews, 8 expert interviews, 9 staff interviews, WIC tech evaluation and clinic observations

Awareness of program

- Stigma
- Participants emphasize the benefits associated with infant formula
- Enrollment process can be overwhelming.

Clinic Experience

- WIC technology- expectation gap
- WIC clinics- chaotic
- Staff interaction-make or break participant experience



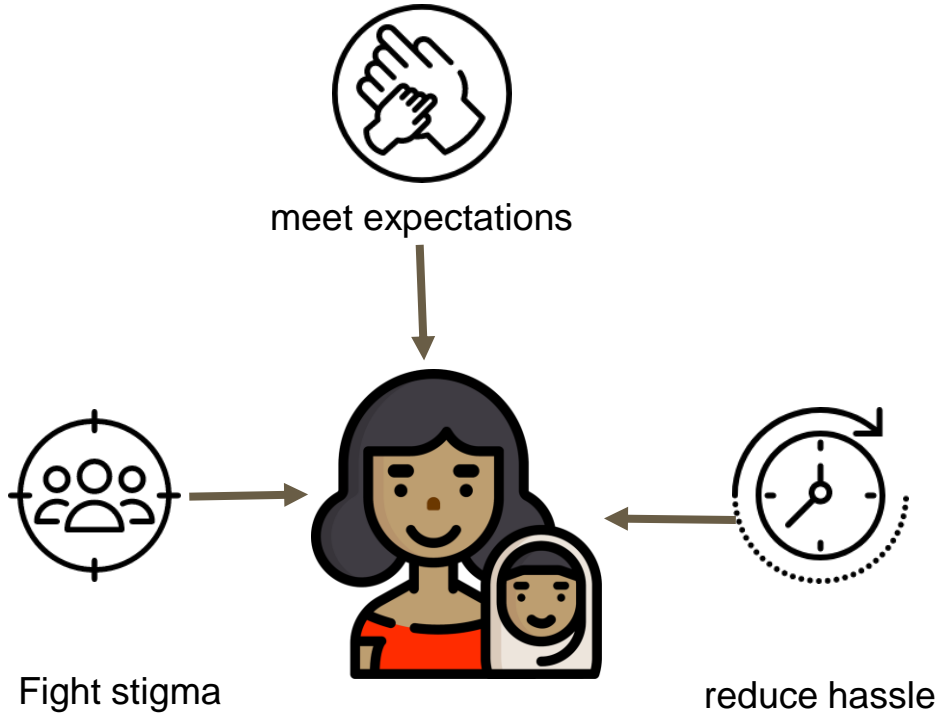
Staff Experience

Shopping (state and federally controlled)

- Steep learning curve
- WIC-approved foods do not work for many families
- Embarrassment and shame
- Transportation of groceries
- Perceived value of other WIC benefits compared to infant formula

WIC Participant Touch Points

Hypothesis



Interventions

<ul style="list-style-type: none">• Playbook for clinic workflow
<ul style="list-style-type: none">• Office refresh
<ul style="list-style-type: none">• Participant satisfaction surveys
<ul style="list-style-type: none">• WIC marketing video (support project)
<ul style="list-style-type: none">• Automated check-in system; Online appointment scheduling; 2 way texting

Management of Information System (MIS) and Electronic Benefit Transfer (EBT)

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DISPLAY CUSTOMER INFORMATION          Acct # 810093

Credit Limit:$ 0  Finance Charge? Y  Area:      Sort Codes: 8

          BILLING                      SHIPPING
Name: A CLEAN WELL LIGHTED PLACE FOR  Name: A CLEAN WELL LIGHTED PLACE FOR
Address: 601 VAN NESS AVENUE          Address: 601 VAN NESS AVENUE
:                                     :
City: SAN FRANCISCO                   City: SAN FRANCISCO
State: CA                             State: CA
Zip: 94102                             Zip: 94102
Country: U.S.A                         Country:
Phone:                                 Phone:

Enter ↑ to skip back, ↓ to skip forward, or <ESC> to exit
    
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New York WIC System

- CLINIC
- ADMIN
- STATE OFFICE
- VENDOR
- INVESTIGATIONS

NEW YORK STATE WIC Program

Last Login
4/20/18 - 9:38 AM



REGIONAL NO.	PARTICIPANT / PARENT / GUARDIAN	FIRST DAY TO USE	LAST DAY TO USE	SERIAL NO.
0000000000XX	PATTY PARTICIPANT	MAY 10 12	JUN 8 12	269534015

700-269534015
 FOOD ITEM NUMBER: 2006
 Pay to the order of: WIC Authorized Vendor
 EXACT PURCHASE PRICE: **\$10.00**
 WHAT TO BUY: \$10 (TEN DOLLARS) FRUITS AND VEGETABLES
 MAY COMBINE FRESH, FROZEN, AND CANNED
 PARTICIPANT MAY PAY AMOUNT OVER \$10 (TEN DOLLARS)
 State of California WIC Program
 VALID ONLY FOR FOOD ITEMS SPECIFIED IN THE CALIFORNIA WIC AUTHORIZED FOOD LIST.
 AUTHORIZED SIGNATURE (SIGN AT PURCHASE): *Patty Participant*

CALIFORNIA **wic**
WOMEN, INFANTS & CHILDREN

0000 0000 0000 0000

Addressing Food Insecurity Among Pregnant Women Enrolled in WIC

Pre-survey & Intervention

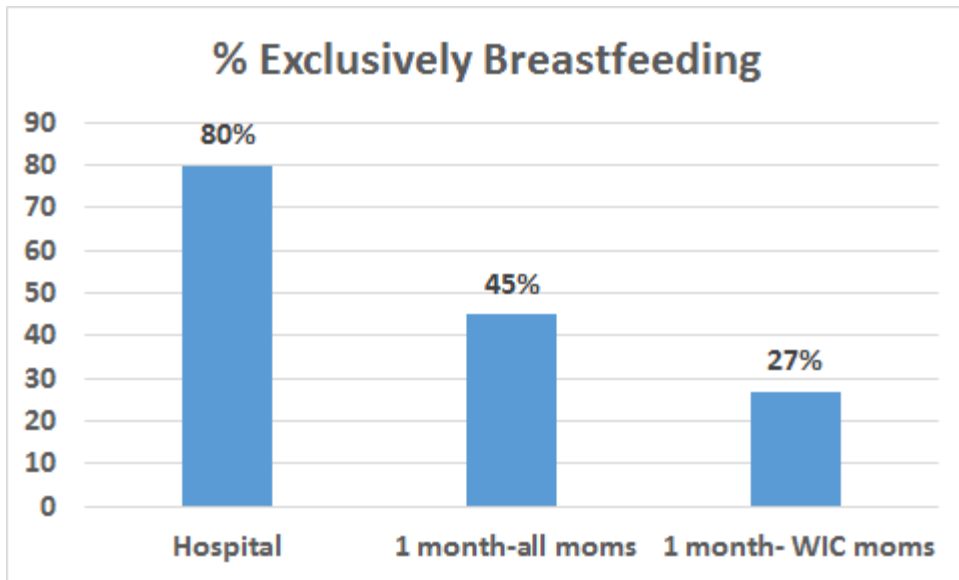
- Pre-survey- **69.44%** low, very low or marginal food security
- Women with preferred language Spanish experienced the highest rates of food insecurity
- **\$40/month** vouchers for 6 months

Outcomes:

- Post- survey- Increased food security rates by **15%**
- Improved participation rates among prenatal women



San Francisco's Lactation in the Workplace Ordinance



www.sfdph.org/breastfeedingatwork

https://www.cdph.ca.gov/Programs/CFH/DMCAH/MIHA/CDPH%20Document%20Library/2013-2015/SnapshotCo_SanFrancisco_2013-2015_MaternalCharacteristics.pdf

<https://www.cdph.ca.gov/Programs/CFH/DMCAH/CDPH%20Document%20Library/BFP/BFP-Data-InHospital-Residence-RaceEthnicity-2016.pdf>

DPH Lactation Support Collaborative

Achieving health equity by optimizing lactation support for all families in San Francisco

- Photo exhibit at City Hall
- Muni bus campaign
- Breastfeeding Support Groups
- Latch clinics



www.sfdph.org/sfbreastfeeds





Thank you!