

***From Strategy to Action:
Improving Program Outcomes through
Targeted Data-Sharing Across Programs***

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Presented by:

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In Today's Discussion:

- Describe Colorado WIC, the services it provides and the data it collects
- Present Colorado WIC's strategic planning efforts including a focus on measuring progress towards goals
- Describe the current data sharing efforts in WIC and across the state (specifically with the Census Bureau)
- Share barriers to expanding data sharing across efforts for Colorado and other Mountain Plains Region WIC States

What is WIC?

WIC is The Special Supplemental Nutrition Program for Women, Infants and Children.

WIC's goal is to help keep low-income pregnant and breastfeeding women, infants and children younger than age 5 healthy. To do this, WIC provides:

- Personalized nutrition consultation
- Breastfeeding information, support and referrals
- Free, healthy food
- Referrals for medical and dental care, health insurance, child care, housing, lactation support, and other services that can benefit the whole family

What data do we collect?

Basic demographic information

Quantitative and Qualitative Nutrition
Measures

Information about all services provided
during the appointment

NUTRITION SERVICES BRANCH STRATEGY MAP 2015-2020

VISION: Working with partners and families to build healthy, active and well-nourished communities

GOALS

Improved breastfeeding duration and exclusivity

Improved nutrition intake

Increased physical activity

Improving access to healthy foods

CACFP

PROGRAM STRATEGIES

Increasing program participation

Improving program quality

Growing demand for, and ease of access to, healthy foods

Enhanced collaboration with organizational stakeholders

ECOP

WHO ARE WE ACCOUNTABLE TO?

Program Participants

Pregnant and postpartum women
Children 0-18
Older and disabled adults

Subgrantees

Local Public Health Agencies
Child care facilities
Adult day care centers
Afterschool programs

Funders

USDA/FNS
CDC
Local Foundations

Food Systems/Other Partners

Grocery Stores/Farmers Markets
Farmers/Anti-hunger advocates
Other government agencies
Universities
Community Organizations

ALIGNMENT & EXECUTION

Financial/Stewardship

Internal Business Processes

Organizational Capacity/
Learning and Growth

Customer Satisfaction

WIC



COLORADO
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Colorado WIC and the Census Bureau

- Agreement between US Census and USDA was signed in August of 2014.
- The agreement between Colorado WIC was formalized in March of 2015 and the final data compilations were provided to Colorado WIC in May of 2016.
- Data provided showed potentially eligible populations from calendar years 2013 and 2014

Use of Census Bureau Data

- Track program performance and identify populations for targeted outreach
- Colorado Gap Map www.gapmap.org

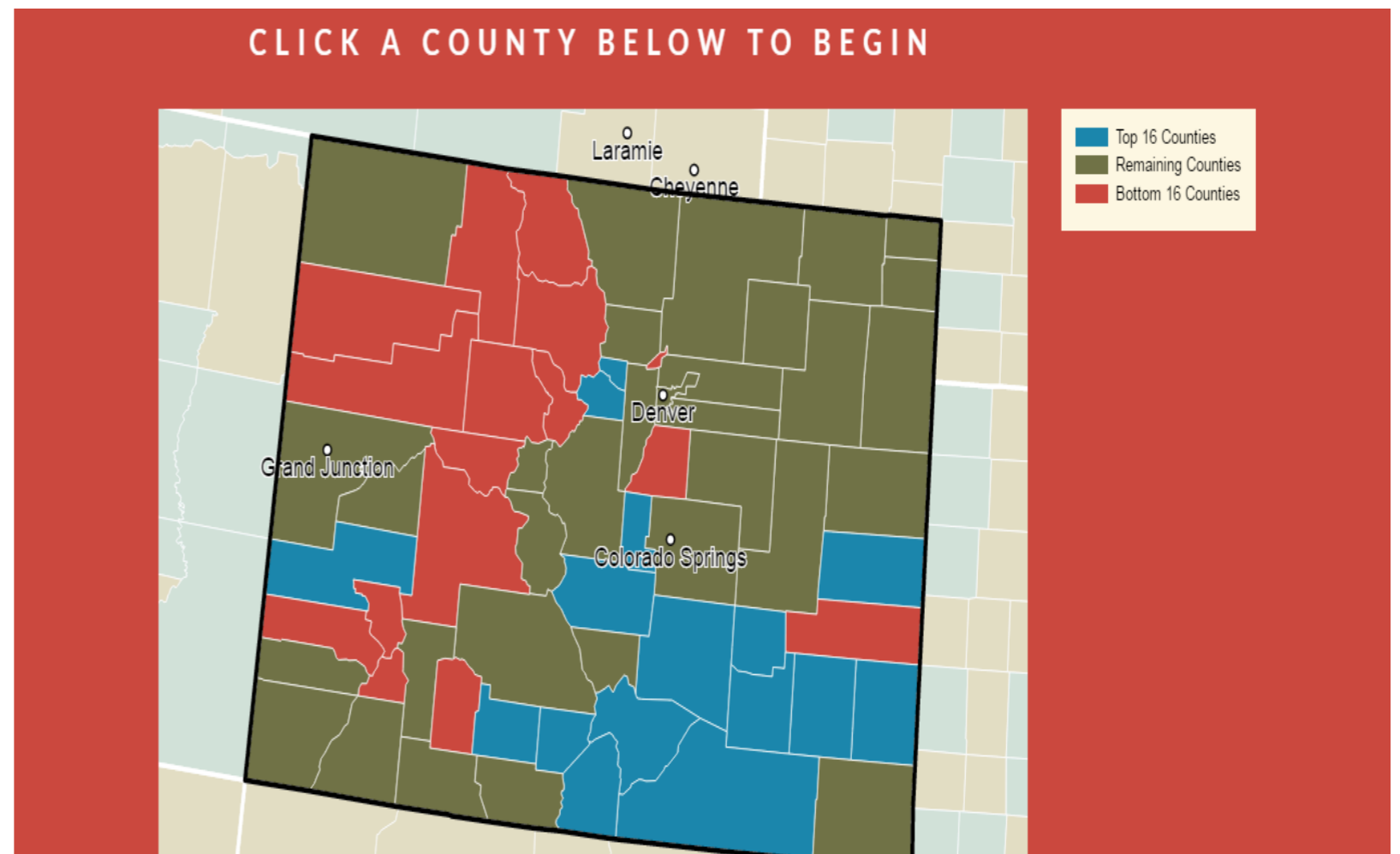


Table 1a. WIC Modeled Eligibility and Participation Rates (%) by Infant and Child Characteristics, Infants and Children, 2013.

| | Eligibility | | Participation | |
|--------------|-------------|-------|---------------|-------|
| | Estimate | SE | Estimate | SE |
| Total | 51.7 | (0.9) | 58.6 | (1.5) |
| Age | | | | |
| 0 | 52.4 | (2.1) | 64.0 | (3.2) |
| 1 | 53.3 | (2.0) | 66.4 | (3.3) |
| 2 | 54.1 | (1.9) | 64.1 | (2.9) |
| 3 | 51.0 | (2.1) | 53.0 | (3.3) |
| 4 | 47.8 | (1.7) | 44.4 | (3.0) |

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| | Eligibility | | Participation | |
|--------------|-------------|-------|---------------|-------|
| | Estimate | SE | Estimate | SE |
| Total | 53.5 | (1.0) | 55.1 | (1.4) |
| Age | | | | |
| 0 | 54.9 | (1.8) | 67.6 | (2.5) |
| 1 | 52.9 | (2.2) | 62.2 | (2.8) |
| 2 | 53.7 | (1.8) | 57.2 | (2.8) |
| 3 | 53.8 | (2.0) | 47.7 | (2.7) |
| 4 | 52.5 | (1.8) | 41.3 | (3.3) |

Barriers to Data Sharing

- Complexity of data and a lack of resources to understand and extract the data
- State leadership buy-in and encouragement of data-based decision making
- Different legal interpretations of data-sharing by state/agency/program
- Collaboration between programs to understand what data is available and how it can be used

Future support for data-sharing

Increased technical assistance and legal guidance around acceptable data-sharing from the Federal level to the States

Targeted funding for research, data collection and analysis

Involve third party entities (i.e. National WIC Association, American Public Health Association) in disseminating best practices to their respective members to increase buy-in

Questions?

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