



**UIC** Department of  
UNIVERSITY OF ILLINOIS  
 AT CHICAGO Kinesiology and Nutrition  
 COLLEGE OF APPLIED HEALTH SCIENCES

## Helping Illinois Families Stay Enrolled in WIC: Getting to Know WIC to 5

January 2017

### Lead Contributors

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    - ▶ WIC to 5 Project Coordinator, University of Illinois-Chicago, Department of Kinesiology and Nutrition
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## Learning Objectives

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By the end of this presentation, WIC staff and other stakeholders will understand the:

- ▶ Purpose and history of the WIC to 5 program.
- ▶ Benefits of eligible children staying enrolled in WIC until the age of 5.
- ▶ Required counseling, reporting, and evaluation activities associated with WIC to 5.
- ▶ Way incentives can be used to support staff in retaining clients.

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## What is WIC to 5?

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- **WIC to 5** is a collaboration between the Illinois WIC program and researchers at the University of Illinois-Chicago, Department of Kinesiology and Nutrition.
- The goal of WIC to 5 is to test strategies to **increase participation and retention of eligible children in WIC.**



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## Why WIC to 5?

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- **Preschool aged children enrolled in WIC have better quality diets**
  - (Siega-Riz, *J Pediatr.* 2004)
- **Improved intakes of fruits, vegetables, and whole grains**
  - (Whaley, *JNEB.* 2012)
- **Increased intakes of B6, calcium, fiber, iron, potassium, and zinc**
  - (Rose, *J Nutr.* 1998; Yen, *Food Policy.* 2010)
- **Obesity reduction among WIC children**
  - (Chiasson, *Obesity* 2013)



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## Why WIC to 5?

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- **Decreased risk of food insecurity in households with children**
  - (Metallinos-Katsaras, *Matern Child Health J.* 2011)
- **Reduced risk of child abuse/neglect**
  - (Lee, *Children and Youth Services Review.* 2007)
- **Increased immunization rates**
  - (Cortese, *Am J Prev Med.* 2004)
- **Improvements in access to health care/social services**
  - (Buescher, *Am J Public Health.* 2003; Lee, *J Public Health Dent.* 2004)
- **Increased cognitive development**



▷ 6 • (Politt, *Am J Public Health.* 1983)

## Why WIC to 5?

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- ▶ Despite the positive impact of WIC participation on the health of children, **underutilization and/or premature discontinuation of WIC services continues**
  - ▶ Coverage of WIC-eligible children continues to lag behind all other participant groups
  - ▶ Decline in participation rates as children age
  - ▶ Largest eligible participant group, yet lowest coverage rate
    - ▶ 82% of infants but only about 50% of children
- ▶ Known barriers/facilitators to utilizing government assistance
  - ▶ Social support
  - ▶ Communication between program provider and client
  - ▶ Program experience/ familiarity
  - ▶ Travel times
  - ▶ Food procurement practices



(Buescher et al., 2003; Harrison et al., Jilcott et al., 2011; Kahler et al., 1992; Kropf et al., 2007; Shlay et al., 2004)

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## Why WIC to 5?

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Previous studies show that WIC participation and retention are influenced by client perceptions:

- ▶ Program requires too much effort and the benefits are not worth the time (Woelfel et al., 2004)
- ▶ Scheduling and transportation problems (Jacknowitz et al., 2010)
- ▶ Participation in other public assistance programs (Buescher et al., 2003)
- ▶ Long clinic wait times
- ▶ Lack of activities to occupy children
- ▶ Difficulties with procurement of WIC foods at the store (Woelfel et al., 2004)

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## Project History and Timeline

- ▶ **2011-2012**    **Formative Research**
- ▶ **2013**            **WIC to 5 Program Development**
- ▶ **2014**            **Pilot Program Launch with Four Agencies**
  - ▶ McLean County WIC, Macon County WIC, Roseland Hospital WIC, Vermilion County WIC
- ▶ **2015-2016**    **Evaluation and Administrative Data Analysis**
  - ▶ East Side Health District (Additional Pilot)
  - ▶ Four Comparison Sites
  - ▶ Dekalb County WIC, Kankakee County WIC, Mount Sinai Hospital WIC, Peoria County WIC
- ▶ **2017**            **Statewide Launch**

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## Formative Research 2011-2012

<b>Data Type</b>	<b>Focus Groups</b>	<b>Online/In Person Surveys (n)</b>	<b>Interviews (n)</b>
WIC Staff	2 (n=23)	13	19
WIC Coordinators		66	4
Vendors			24
Head Start Staff		18	12
Current WIC Parents/Caregivers	2 (n=17)	100	30
Former WIC Parents/Caregivers			22
Health Care Providers	1 (n=2)	26	
<b>Total</b>	<b>40</b>	<b>223</b>	<b>111</b>

N=374

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## Reasons Caregivers Leave the Program (Barriers )

WIC Families	Clinic	Vendors	Community
<ul style="list-style-type: none"> <li>• Perceived value of the food package</li> <li>• Hectic/busy lifestyles</li> <li>• Access to other food benefits</li> <li>• Multiple jobs/ looking for work</li> </ul>	<ul style="list-style-type: none"> <li>• Difficulty scheduling/ rescheduling</li> <li>• Long wait times</li> <li>• Too much paperwork</li> <li>• Unwelcoming clinic environment</li> <li>• Staff judgment</li> </ul>	<ul style="list-style-type: none"> <li>• Difficulty using food instruments</li> <li>• Negative interactions with cashiers</li> <li>• Stigma from other customers</li> <li>• Availability of food items</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of awareness about WIC eligibility</li> <li>• Transportation issues</li> <li>• Unsupportive physicians</li> </ul>

## Reasons Caregivers Keep Children Enrolled in the Program (Facilitators)

WIC Families	Clinic	Vendors	Community
<ul style="list-style-type: none"> <li>• Perceived value of the food package</li> <li>• Expands the family food budget</li> <li>• SNAP is never enough</li> <li>• For some: "WIC is the only help I get"</li> </ul>	<ul style="list-style-type: none"> <li>• Friendly or helpful WIC staff</li> <li>• Integrated services at some sites</li> <li>• Immunizations, dental care, food centers (Chicago only)</li> <li>• Appointment reminders</li> <li>• Welcoming clinic environment/ fun for kids</li> <li>• Interesting/ useful nutrition education sessions</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to select (fruit and vegetable)</li> </ul>	<ul style="list-style-type: none"> <li>• Support from others</li> <li>• Use of Proxy</li> </ul>

## Proposed Solutions to Improve Child Participation and Retention

### WIC Families

- More Social Support

### Clinic

- Mobile Clinic
- Tailor education to WIC experience
- Participant incentives
- Automated text reminders
- “Get to Know WIC Staff”

### Vendors

- Vendor Training
- WIC grocery store tour
- Switch to EBT
- Improved WIC labeling
- Grocery delivery

### Community

- Public education campaign
- Linkage with other services
- Partner with healthcare and childcare providers

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## WIC to 5 Key Messages

### Save

Helps our family save money.

### Nourish

Provides nutritious foods kids need.

### Grow

Supports healthy growth and development

### Connect

Links families with other programs, providers, and resources.

### Learn

Free advice and counseling from caring staff.

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## WIC to 5: Intervention

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## Goals of WIC to 5



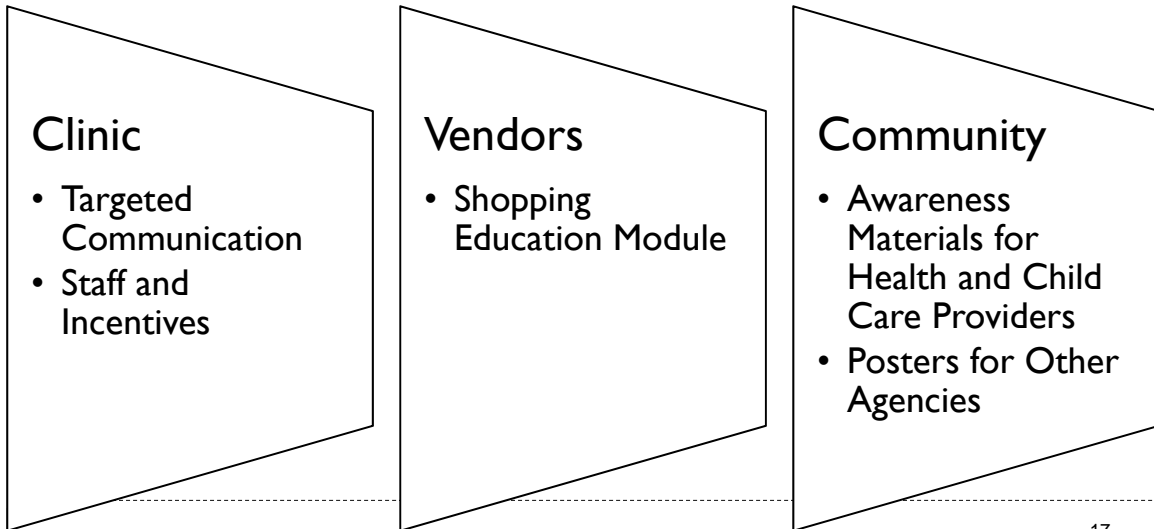
- ▶ Raising Client Awareness of WIC Eligibility and Benefits
- ▶ Increase Staff Incentives and Promote Staff Wellness
- ▶ Increase Image/Understanding of WIC among Health Care and Child Care Providers



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## Intervention Activities



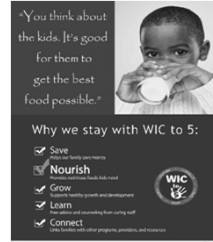
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## WIC to 5: Targeted Communication

Timing	Objective	Materials
Pregnancy through 5 months	Increase Awareness about WIC Eligibility and Benefits	Posters, Plastic Sleeves
6 month visit	Increase Awareness about WIC Eligibility and Benefits	Flip Cards, Brochure, Tote Bag, Magnet
12 month visit	Reduce barriers to appointments, Shopping, WIC foods	Flip Cards, Tip Sheet, Magnet, Board Book, Birthday Card
2 year visit	Acknowledge participation, stress value of package to child's diet, remind of 5 reasons to stay in WIC	Tear Off pad, WIC to 5 Question Card, MyPlate placemat, Growth Chart, Sticker
3-4 year old visit	Highlight benefits of program for preschool, target healthy growth and development	WIC and School Readiness brochure, Piggy Bank, WIC Graduation Certificate
Anytime	Reduce barriers, stigma to shopping and enrollment	Group Shopping Education Curriculum, Fotonovella

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# Posters



# 6 Month Visit Materials

**Table 5 for WIC to 5!**

WIC isn't just for mom and babies. WIC is here for children until their 5th birthday!

How long do you plan to keep your child enrolled in WIC? (Check one)

- Until 2 years of age
- Until 3 years of age
- Until 4 years of age
- Until 5 years of age

Turn off flip and give this to a WIC staff member during your visit.

Ask a WIC staff member for details!



Come in and meet our Vermilion County WIC staff!

**Malinda**  
WIC data entry clerk II

Get to know me!

I've worked at WIC for: **2 months**

I also have a child participating in WIC!

I really enjoy:  
Spending time with my child, family, and friends;  
antique shopping and fall weather

Favorite WIC food or recipe:  
apples dipped in peanut butter and grilled cheese

Ask me about:  
where to shop for WIC foods ☺

## Take 5 for WIC to 5 Brochure and Flip Cards

## Magnet and Tote Bag

## Get To Know You materials



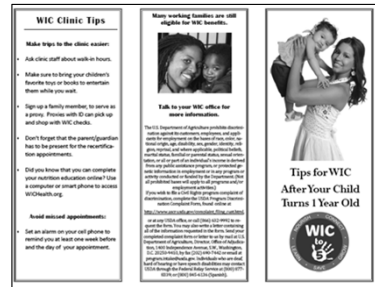
WIC WISHES YOU A HAPPY 1ST BIRTHDAY!

Birthday Card

# 12 Month Visit Materials



1 Year Tips Targeted Communication Tool/Flip Book



1 Year Tips Brochure



Child Food Package Magnet



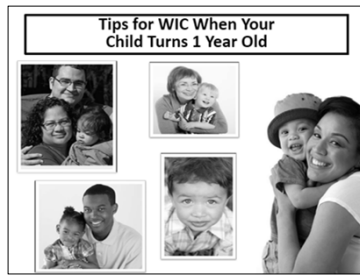
Board Book about WIC Foods



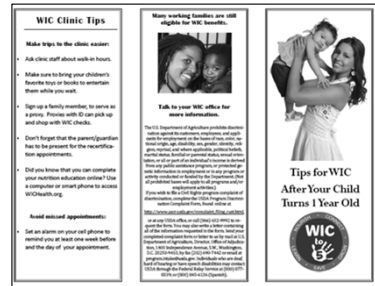
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Birthday Card

# 12 Month Visit Materials



1 Year Tips Targeted Communication Tool/Flip Book



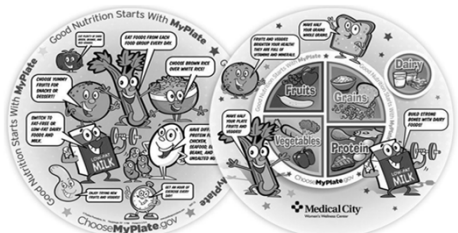
1 Year Tips Brochure




Child Food Package Magnet




Board Book about WIC Foods




**My Plate Placemat**




**WIC to 5  
Watch Me Grow Sticker**



**WIC to 5  
Question Card**



**Tear-off Notepad**




**Personalized Growth Chart**

**2 Year Old Visit Materials**

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**How WIC Helps**

- WIC decreases the risk of costly health problems and developmental delays for young children.
- Children who are eligible for but not receiving WIC are more likely to be underweight, in poor health and at risk for developmental delays.
- WIC is especially effective at protecting the health of children younger than 12 months.



**What can parents do?**

- Read a nutrition picture book
- Make a hands-on container gardening
- Count the fruits and vegetables that the children like to eat
- Play or sing songs about nutrition or food
- Draw or do art activities about food
- Prepare simple, nutritious recipes together
- Talk to your children about foods during meal times.
- Let children help prepare meals and snacks




**WIC and School Readiness**


It is never too early to start providing the kinds of experiences that will help your child enter school ready to succeed.

"School readiness" refers to the academic knowledge, independence, communication, and social skills children need to do well in school. A healthy diet and regular physical activity are essential to children's school readiness.


**WIC can Help!**



**Graduation Certificate**




**WIC to 5 Benefits Card**



**WIC to 5 Piggy Bank**

**3-4 Year Old Visit Materials**



**WIC to 5 Piggy Bank**

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# Shopping Education Module

- ▶ Utilizes WIC Talk format and facilitated leadership principles
- ▶ Takes approximately 30 minutes
- ▶ Focuses on clients discussing shopping barriers and empowering them to come up with their own strategies

**Illinois WIC Talk**  
"Welcome to WIC - Smart Shopping"  
Cover Page

**Topic**  
Encourage WIC participants to learn from each other how to enhance their shopping experiences using facilitated leadership strategies that encourage all group members to participate.

**Target Audience**  
WIC parents or caregivers of infants and toddlers 15-24 months old

**Goal**

- WIC participants share experiential knowledge of shopping for WIC foods
- WIC participants share request and realistic expectations of using benefits at vendors

**Key Messages/Outcomes**

- Develop plans to help reduce all clients' unmet needs
- Develop strategies to reduce number of their clients' items to "bring and" /unlabeled items
- Plan ways to decrease time spent loading items
- Learn about these available at various specific vendors
- Learn to increase utilization of protein and social support
- Set goals for future shopping experiences using the "Certificate of Completion"
- Evaluate the participant centered learning experience

**Materials/Handouts**

- Name tags
- Print it notes for writing topics (successes and challenges) to set the agenda
- Flip Chart
- Tip Top Topics
- Certificate of Completion for Smart Shopping Education Session
- WIC Program Illinois Authorized WIC Food List

**Disclaimer**  
Illinois WIC: "This item is for WIC approval". Sign as a barrier to mention in the Illinois WIC Supplemental Nutrition Program, 2013

**Prepared By:**  
CDDA WIC Works <http://www.workslandia.org>

**Evaluation**  
Take a moment to thank somebody in the group who shared something useful that might help you improve your WIC shopping experience in the future?  
What is one thing that you will do differently the next time you shop? Share with group, and fill out Certificate of Completion.

**Illinois WIC Talk**  
"Welcome to WIC - Smart Shopping"  
Lesson Plan Overview

**Topic**  
Encourage WIC participants to learn from each other how to enhance their shopping experiences using facilitated leadership strategies that encourage all group members to participate.

**Objectives with Welcome, Introduction, Assessment**  
(5 minutes)  
Welcome, Introduction and Warm-Up/Introduction: 5 minutes

- Welcome your client and your facilitator names and open. Then, share one issue, problem or struggle related to your WIC shopping experience. All participants to write it down on a sign post it on the flip chart.

**DIS**  
(15 minutes)

- Take some time to elaborate on topics that arose on the flip chart by asking participants to share more about what they experienced. Guide the conversation with questions that help affirm and clarify the issues.
- Conduct DIS with Tip Top Topics, and discuss those too.

**CONNECT**  
(15 minutes)

- To 5-10 words, tell how you feel about your participation in the WIC program. Write on another sign post it and add it on the flip chart. Guide the conversation by reflecting back and affirming the posted feelings before moving on to the ACT section.

**ACT**  
(15 minutes)

- Statements convey ideas regarding the WIC shopping experience.
- Facilitator or volunteer writes on a page of the flip chart.

**Evaluation**  
(5 minutes)  
Take a moment to thank somebody in the group who shared something useful that might help you improve your WIC shopping experience in the future?  
What is one thing that you will do differently the next time you shop? Share with group, and fill out Certificate of Completion.

# Roseland Hospital WIC Program



## Staff Incentives and Wellness

- ▶ Tote bags, water bottles, pedometers, and other incentive gifts selected by sites
- ▶ Incentive program developed by WIC coordinators
- ▶ Wellness newsletters
- ▶ Empowerment Survey



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## Community

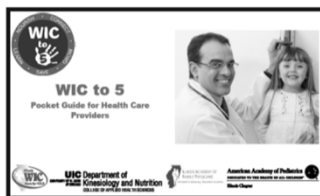
American Academy of Pediatrics  
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Illinois Chapter



ILLINOIS ACADEMY OF  
FAMILY PHYSICIANS  
*Devoted to Advocacy, Education & Action*



Illinois Head Start Association  
Head Start State  
Collaboration Office

- ▶ Pocket guide for health care providers
- ▶ Handbook for childcare providers
- ▶ Online newsletter content
- ▶ Prescription pads
- ▶ Standing banner
- ▶ Table runner
- ▶ Package for offices: posters, band aids, outreach brochure

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## WIC to 5: Evaluation and Results

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## Process/Outcome Evaluation Plan

### Cornerstone Questions

- ▶ 6 month Tear-off Card
- ▶ Longitudinal Survey with WIC Parents/Caregivers 3-6 months (n=144)
  - ▶ Recruit ~30 mother/child dyads from 4 pilot agencies and 4 control agencies for longitudinal survey
- ▶ Administrative Data Analysis

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Cornerstone 13.2mtr033  
 F1=Help F3=Return F4=Save F5=Add F6=Edit F7=Delete F11=Next F12=Cancel TextEdit  
 USER, CORNERSTONE 043002 CORNERSTONE 12/03/2013

**PARTICIPANT**

Participant ID: H100-6327-2353-00	Cur Last Name: HFI	Cur First Name: RETESTADULTM	Sec Last Name:
Group ID:	Address: 111413 THURSDAY		
Birth Date: 12/12/1972	Age: 40	SPRINGFIELD	IL 62744

**A501 - ASSESSMENT**

Assess Type: WCVE WIC - CERT VISIT EDUCATION Assess Nbr: 1 of 1  
 Assess Date: 12/03/2013 Assessor: 8051960 USER, CORNERSTONE

Reviewed WIC to 5 Program Script. ....  
 Provided WIC to 5 Materials to Client. ....  
 Reasons to Stay in WIC. ....  
 Time intended to participate in WIC. ....  
 WIC is a partnership  
 Nutrition Assessment  
 Health Care  
 Length of time(refer to category)ie: P, B, N, I, C  
 .....

ASSESSMENT ANSWERS  
 N NO  
 Y YES  
 ENTER=SELECT ESC=EXIT

F9=PLANNED SERVICES F10=CASE NOTES PGUP PGDN

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Cornerstone 13.2mtr033  
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 Nutrition Assessment  
 Health Care  
 Length of time(refer to category)ie: P, B, N, I, C  
 .....

ASSESSMENT ANSWERS  
 01 SAVES MONEY  
 02 GIVES HEALTHY FOODS  
 03 HAS CARING STAFF  
 04 HELPS LEARN AND GROW  
 05 GIVES ADVICE/COUNSELING  
 06 HELPS CONNECT  
 07 NONE OF THESE  
 08 DOES NOT PLAN TO STAY  
 ENTER=SELECT ESC=EXIT

F9=PLANNED SERVICES F10=CASE NOTES PGUP PGDN

32



Cornerstone 13.2mtr033  
 F1=Help F3=Return F4=Save F5=Add F6=Edit F7=Delete F11=Next F12=Cancel TextEdit  
 USER, CORNERSTONE 043002 CORNERSTONE 12/03/2013

**PARTICIPANT**

Participant ID:	Cur Last Name	Cur First Name	Sec Last Name
H100-6327-2353-00	HFI	RETESTADULTM	
Group ID:	Address: 111413 THURSDAY		
Birth Date: 12/12/1972	Age: 40	SPRINGFIELD	IL 62744

**AS01 - ASSESSMENT**

Assess Type: WCVE WIC - CERT VISIT EDUCATION Assess Nbr: 1 of 1  
 Assess Date: 12/03/2013 Assessor: 8051960 USER, CORNERSTONE

Reviewed WIC to 5 Program Script. ....  
 Provided WIC to 5 Materials to Client. ....  
 Reasons to Stay in WIC. ....  
 Time intended to participate in WIC. ....

WIC is a partnership  
 Nutrition Assessment  
 Health Care  
 Length of time(refer to category)ie: P, B, N, I, C  
 ....

**ASSESSMENT ANSWERS**

- 01 UNTIL 1ST BIRTHDAY
- 02 UNTIL NO FORMULA NEEDED
- 03 WHEN STOP BREASTFEEDING
- 04 CHILD STARTS/GOES TO DAYCARE
- 05 PARENT WORK/SCHOOL SCHEDULE
- 06 BELIEVE OTHERS NEED IT MORE
- 07 OTHER
- 08 DO NOT KNOW

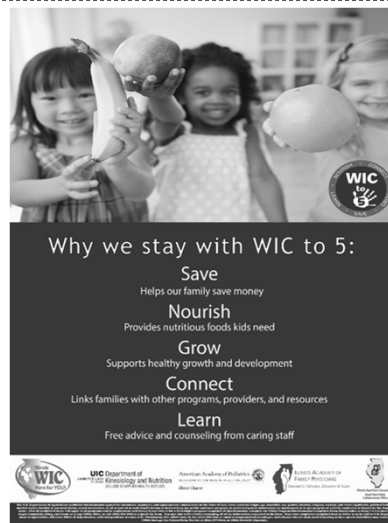
ENTER=SELECT ESC=EXIT

F9=PLANNED SERVICES F10=CASE NOTES PGUP PGDN

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## Results:

- ▶ Over 26,000 clients were asked the time intended question.
- ▶ 5050: 6 month old intervention  
3066: 1 year olds intervention.
- ▶ We received 4390 tear-off 6-month cards



# 6 months tear off cards (n=4390)


**Five Reasons to Keep Your Child Enrolled in WIC until Age 5**

**Reason 1: Saves Money**  
WIC foods can help families save about \$40 per child on groceries every month. These savings are worth about one tank of gas and about the cost of 20 trips on the bus!




The money you save can also be used for other things your family needs such as diapers, school supplies, personal care items, cell phone and utility bills.

**Reason 2: Provides Healthy Foods Children Need**  
WIC provides healthy foods that are important for kids ages 1-5. WIC gives vouchers for milk, whole grain foods, fruits and vegetables, eggs, and more.




**Reason 3: Helps Children Learn and Grow**  
WIC helps kids grow healthy and strong and be prepared to start school. WIC is a good source of information. WIC staff can help you learn more about your child's growth and development milestones.

**Reason 4: Gives Free Advice and Counseling from Caring Staff**  
WIC staff is here to answer questions and help you keep your child healthy.



**Reason 5: Helps Connect Families with Other Programs, Providers, and Resources**  
WIC can help you connect to other services such as dental care, immunizations, childcare, and counseling services.



**Take 5 for WIC to 5!**

Please answer each question below.

1. Did you know that eligible children can participate in the WIC program until their 5th birthday? (circle Y/N)

YES      NO

2. Which of these WIC benefits are most important to you and your family?

Helps my family save money

Provides healthy foods.

Helps my child learn and grow

Gives me free advice and counseling

Helps connect me with other programs, providers, and services.

-Over-

**Take 5 for WIC to 5!**

1. How long do you plan to keep your child enrolled in WIC? (check one)

Until 1 year of age

Until 2-3 years of age

Until 4-5 years of age

**Our staff will be here to support you and your family as you move through your journey with WIC.**




Ask a WIC staff member for details!

**Take 5 for WIC to 5!**

WIC isn't just for moms and babies.

WIC is here for children until their 5th birthday!



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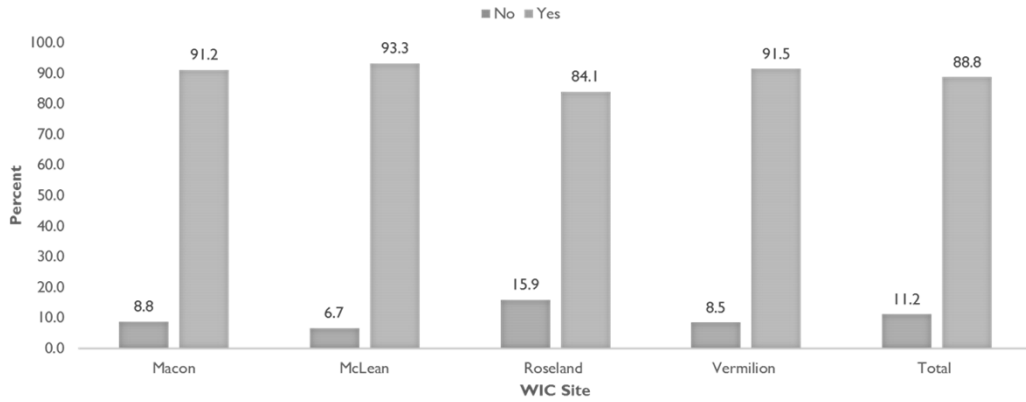
# Intention to Stay Enrolled (Six month: Tear-Off Cards n=4390)

Site	% Until 1 year (n)	% Until 2-3 years (n)	% Until 4-5 years (n)	N=Total
Macon County Health Department WIC	5.4 % (85)	10.2 % (160)	84.4 % (1328)	1573
McLean County Health Department WIC	4.4 % (25)	5.6 % (32)	90.0 % (515)	572
Roseland Hospital WIC	2.1% (36)	5.9 % (99)	92.0 % (1555)	1690
Vermilion County Health Department WIC	4.1 % (23)	11.2 % (62)	84.7 % (470)	555
<b>Total</b>	<b>3.8 % (169)</b>	<b>8.0% (353)</b>	<b>88.1% (3868)</b>	<b>4390</b>

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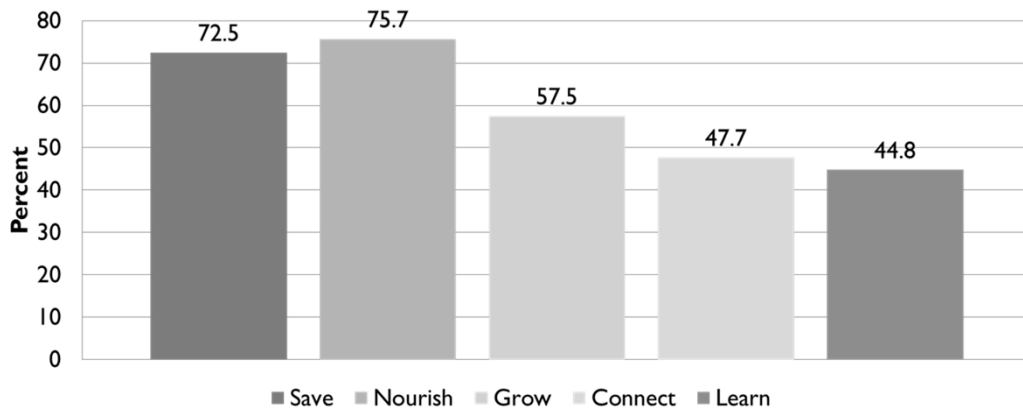
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## Awareness Child Eligible Until 5 Years of Age (Six month: Tear-Off Cards n=4390)



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## Reason to Stay Enrolled (Six month: Tear-Off Cards n=4390)



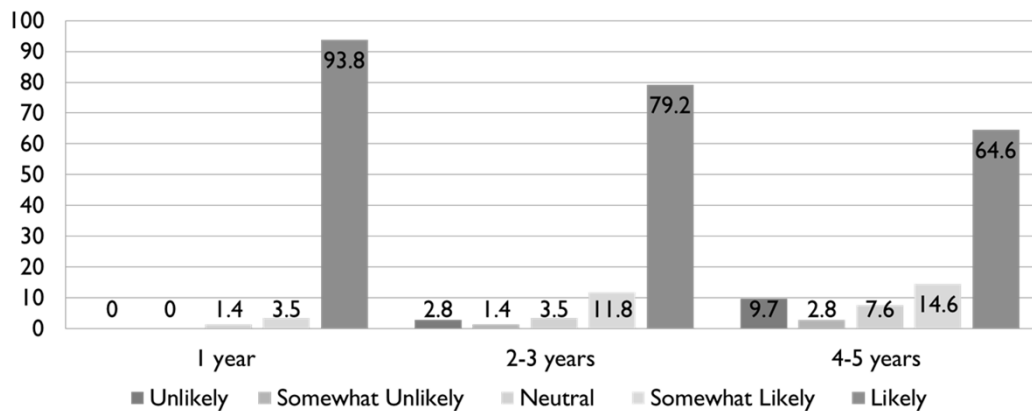
▷ 38

## Longitudinal Survey (n=144)

- ▶ Recruited parents/caregivers of infants 3-6 months
- ▶ 4 intervention/4 comparison sites
- ▶ Longitudinal survey includes:
  - ▶ Theory of planned behavior questions to assess attitudes, social norms, perceived behavioral control, and intention
  - ▶ Intention to stay enrolled
  - ▶ Demographics and dyad/household characteristics
  - ▶ Potential modifiers including food security, infant feeding, perceived stress, food values, household organization, and hardship
  - ▶ Some process evaluation questions
- ▶ Match survey responses to administrative data for program participation outcomes

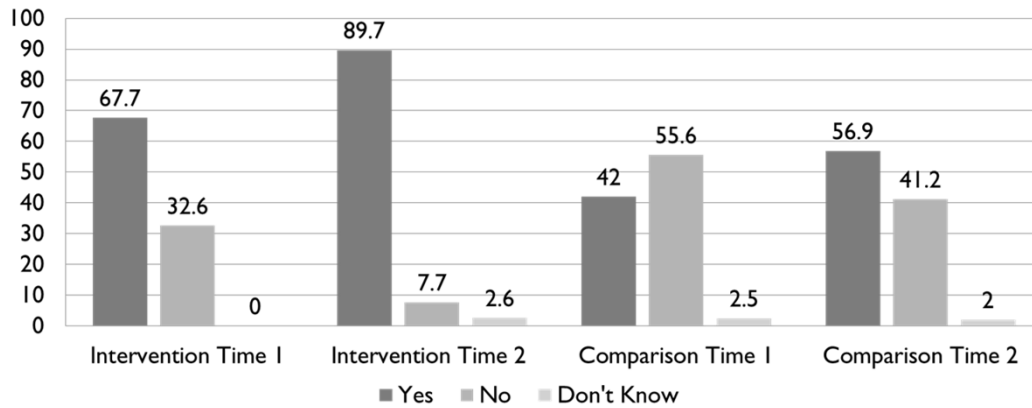
▷ 39

## Likelihood to Stay Enrolled (n=144) Time 1 Longitudinal Survey



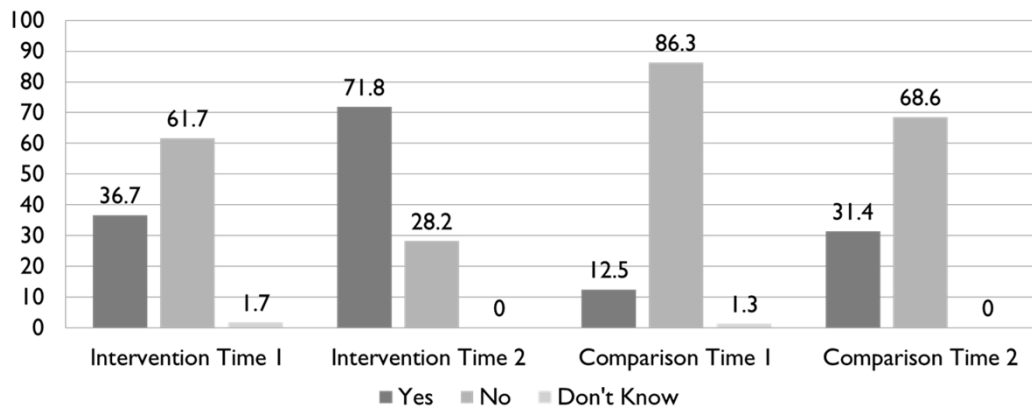
▷ 40

Has anyone ever spoken to you about the benefits of staying in WIC until your child is 5 years old? (n=144) Longitudinal Survey



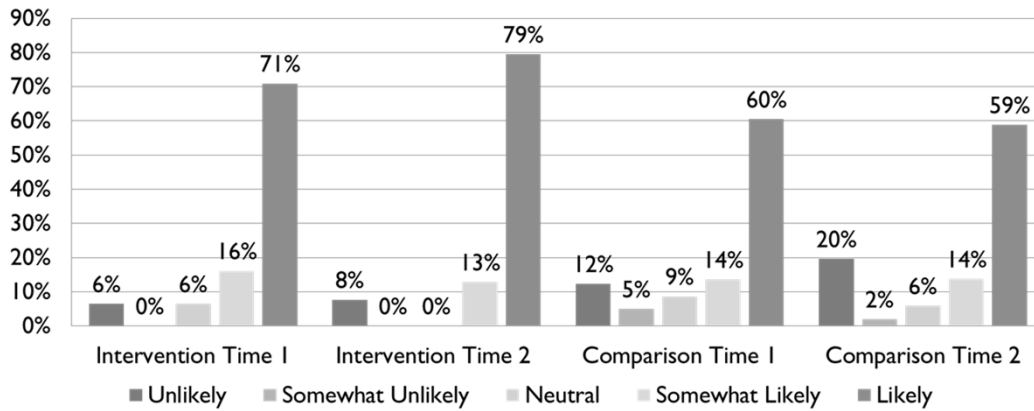
▷ 41

Have you ever seen any materials promoting “WIC to 5”? (n=144) Longitudinal Survey



▷ 42

## Intention to Stay Enrolled Until 4-5 (n=144) Longitudinal Survey



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## Next Steps

- Disseminate two year old intervention and materials and outreach cards
- Continue to follow participants in the longitudinal survey.
- Complete evaluation to determine which materials and strategies are most effective for discussion about broad dissemination.

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## WIC to 5: What Agencies Can Do Now

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## Caseload

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- ▶ Outreach
  - ▶ Community partnerships: health fairs; committees; networking events
  - ▶ Program awareness: flyer to local agencies, doctor offices, daycares, schools
  - ▶ Visibility: promotional materials displayed in the community

▷ 46

## Schedule changes

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- ▶ Walk-ins
- ▶ Late Monday clinic
- ▶ Saturday clinic

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## Customer service

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- ▶ Efficient quality service
  - ▶ Most important topic for today
  - ▶ Participant centered services
- ▶ Staff training and development – provide tools to be confident educators
- ▶ Staff recognition – staff that feels supported and appreciated provide better service

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## Summary

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- ▶ What WIC Agencies CAN do to help Families Stay on WIC
  - ▶ Raise Client Awareness of WIC Eligibility and Benefits
  - ▶ Increase Staff Incentives and Promote Staff Wellness
  - ▶ Increase Image/Understanding of WIC among Health Care and Child Care Providers through Community Outreach
  - ▶ Enhance Client's Education Related to Vendors/Shopping Experience




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## WIC to 5 Key Messages

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### **Save**

Helps our family save money.

### **Nourish**

Provides nutritious foods kids need.

### **Grow**

Supports healthy growth and development

### **Connect**

Links families with other programs, providers, and resources.

### **Learn**

Free advice and counseling from caring staff.

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## Acknowledgements

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- ▶ Kim Howard-Shores, Sinai Community Institute (Bindi Lessing, RNC)

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