



Leveraging FQHC-WIC Partnerships to Address Social Determinants of Health

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WIC Touches And Influences Many Lives



Women, Infants and Children Program

50% of all infants born in the US will be on WIC—
In California that number is 57%

- 83 Local WIC Agencies
- Over 1,000,000 pregnant/postpartum women, infants and children receive benefits monthly
- 57% are preschool aged children (1-4)
- 21% are infants
- 9 % pregnant women 13 % are postpartum women
- 80% of CA WIC participants are on Medi-Cal/
another 9% Pending MediCal.

Bottom Line: Many of our WIC ppts
are also your patients



WIC: Improves Access & Contributes to Overall Health

- 83 WIC Programs in California
- 39 County
- 12 Non-Profit
- 6 Indian Health
- 3 City
- 2 Hospital
- **21 FQHC Health Centers**

. 3 Core Services Address SDoH:

- Healthy Food Prescriptions
- Referral to HC and other services
- Nutrition and Breastfeeding Education
 - Motivational Interviewing
 - Participant-Centered Education



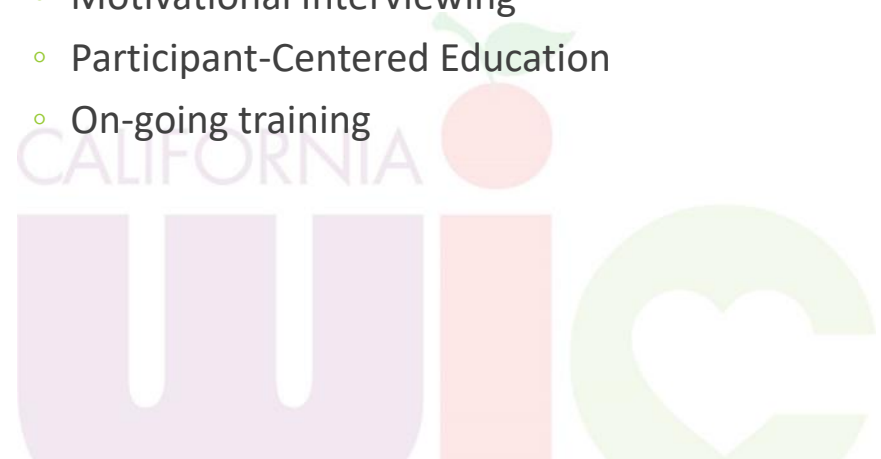
CA WIC's Workforce: A Public Health Promotion Team

EDUCATED & TRAINED

- Registered Dietitians (RDs) and 4 year Degreed Nutritionists (DNs)
- Breastfeeding Specialists
 - International Board Certified Lactation Consultants (IBCLCs)
 - Certified Lactation Educators (CLEs)
 - Breastfeeding Peer Counselors
 - Regional Breastfeeding Liaisons
- WIC Nutrition Assistant
 - 6 month-1 year training in nutrition and breastfeeding

COMPETENCIES

- Language and Cultural Competencies in over 12 languages.
- Standard Training:
 - 20 hours of Breastfeeding Education
 - Motivational Interviewing
 - Participant-Centered Education
 - On-going training



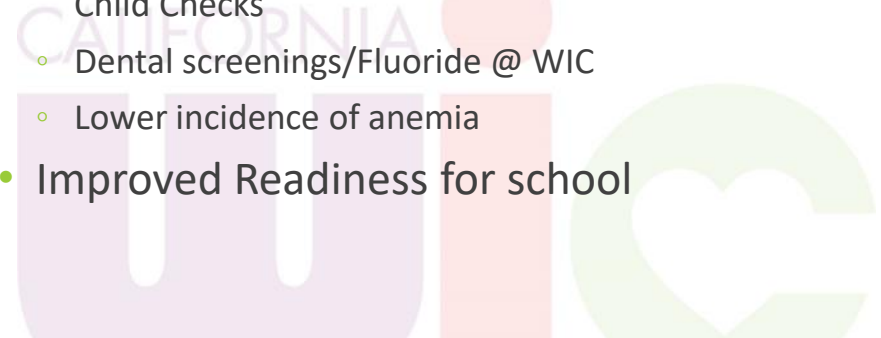
WIC Outcomes and Quality Measures

PREGNANT AND POSTPARTUM WOMEN

- WIC moms access Prenatal care earlier
- WIC participation Improves birth outcomes: Reduces infant mortality and Low Birth Weight
- Moms learn appropriate infant feeding
 - 2 of 3 WIC moms initiate Breastfeeding
- Teach strategies to prevent adult obesity
 - Baby Behavior
 - TOTT –Toddler Training

INFANTS & CHILDREN

- Healthier Wts from 0-5 Years
 - Wt and growth checks, BMI Assessment
 - Diet assessment, nutrition counseling and lifestyle guidance
- Medical /Dental Home
 - Referrals for WCC, Immunizations
 - WIC kids 2x more likely to receive Well Child Checks
 - Dental screenings/Fluoride @ WIC
 - Lower incidence of anemia
- Improved Readiness for school



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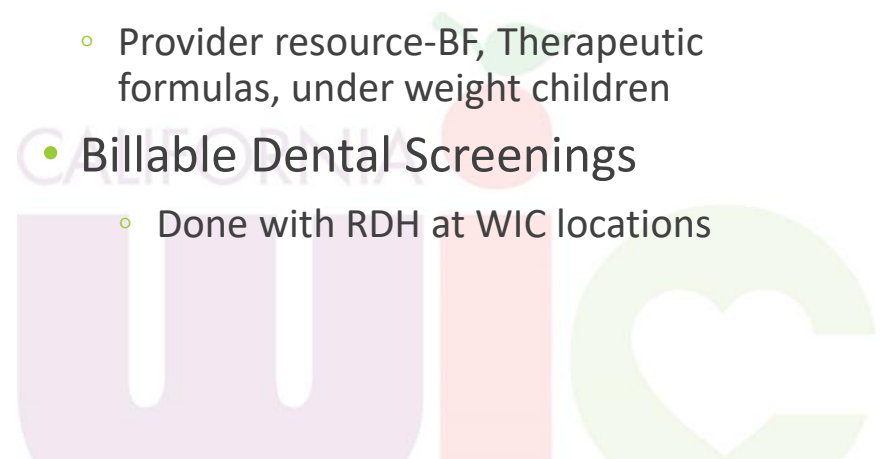


EMBEDDED/CO-LOCATED SERVICES

- CPSP/WIC Combined Services
 - Cross trained staff
 - High patient satisfaction
 - Less appointments & fewer barriers
 - Addresses food insecurity-referrals to other SDoH needs
- Sweet Success
 - Shared RDs

EXTERNAL WIC LOCATIONS

- Use of NextGen
 - Ht/wt, EDD, & hgb/hct
- CLIA coverage-finger sticks
- IBCLC Referrals
 - Provider resource-BF, Therapeutic formulas, under weight children
- Billable Dental Screenings
 - Done with RDH at WIC locations



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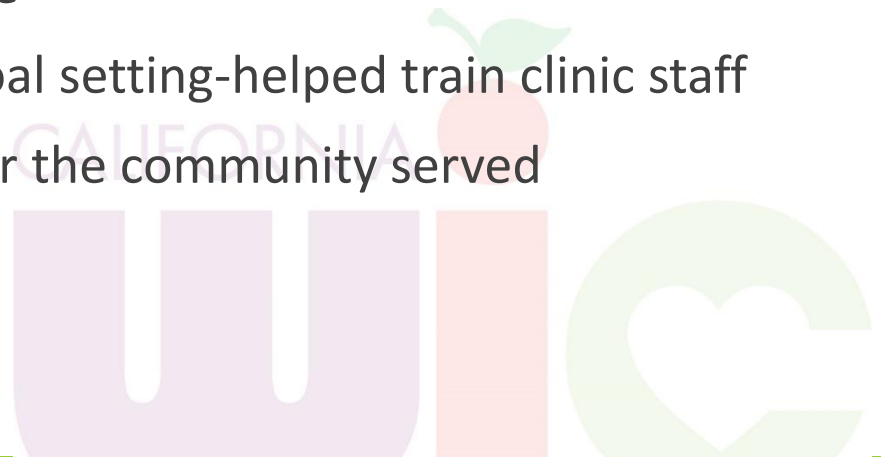
- Combined Appointments Pilot
 - SS Postpartum RD Appointments for GDM Women had high No Show Rate
 - PDSA:
 - Repeated reminders, enhanced tracking, & standardized outreach
 - Goal=25% No Show Rate
 - Continued at 36% or more avg between all sites
 - Women are committed to their WIC appointments
 - Combined WIC Infant enrollment with PP RD Appointment
 - Shared RD combined SS PP RD appointment with WIC Infant Enrollment
 - Largest site
 - No show rate continued to be 0% for several months-making new avg 11%

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WIC Knowledge

- Easier to hire those who want diversity in their schedule
- SDoH: strong knowledge of community resources that they readily share with the WIC Participants
- Breastfeeding support knowledge
- Motivational interviewing and goal setting-helped train clinic staff
- Cultural/language appropriate for the community served



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- More to Offer
 - Online education
 - Texting for appointments, campaigns, and classes
 - Telehealth-WIC appointments via HIPPA compliant platform
 - One-on-one certifications
 - Nutrition education
 - Breastfeeding assistance

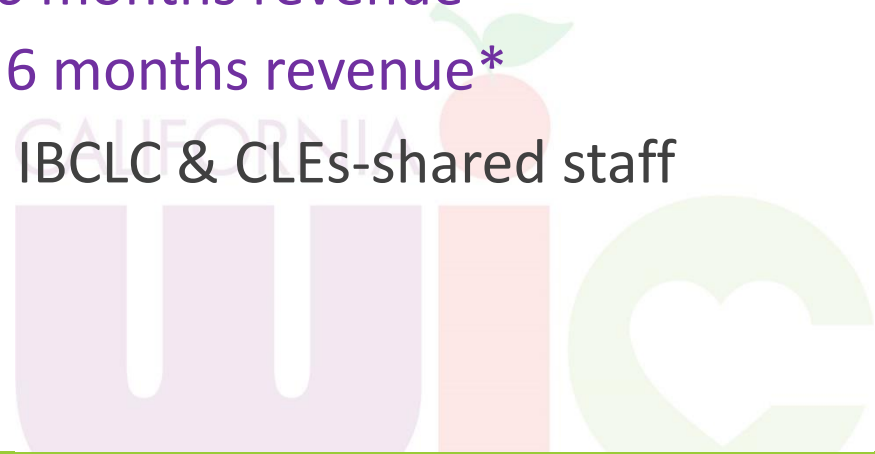


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- Expansions in the works
 - MNT services-DM, HTN, HIV (RW Part C coverage):
 - Communication with the managed plans needed
 - Coverage varies by health plan
 - 1.0 FTE MNT RD=\$32,807/ 6 months revenue*
 - 1.2 FTE SS RD=\$17,397.44/ 6 months revenue*
 - Lactation appointments with IBCLC & CLEs-shared staff

*Calculated after salary paid



Adding Lactation Visits in Peds: Billing CPSP & MediCal

What: Integrated Model of Breastfeeding Support

When: At infant's first visit with Provider (~ 3-days of life)

Where: In Pediatrics

Who: Lactation Consultant (IBCLC) & Pediatrician

How:

- 1) IBCLC performs feeding assessment of Mother/Infant dyad- CPSP billed Lactation visit.
- 2) Pediatrician assesses Infant: MediCal billed

Example: 2011 WIC Grant

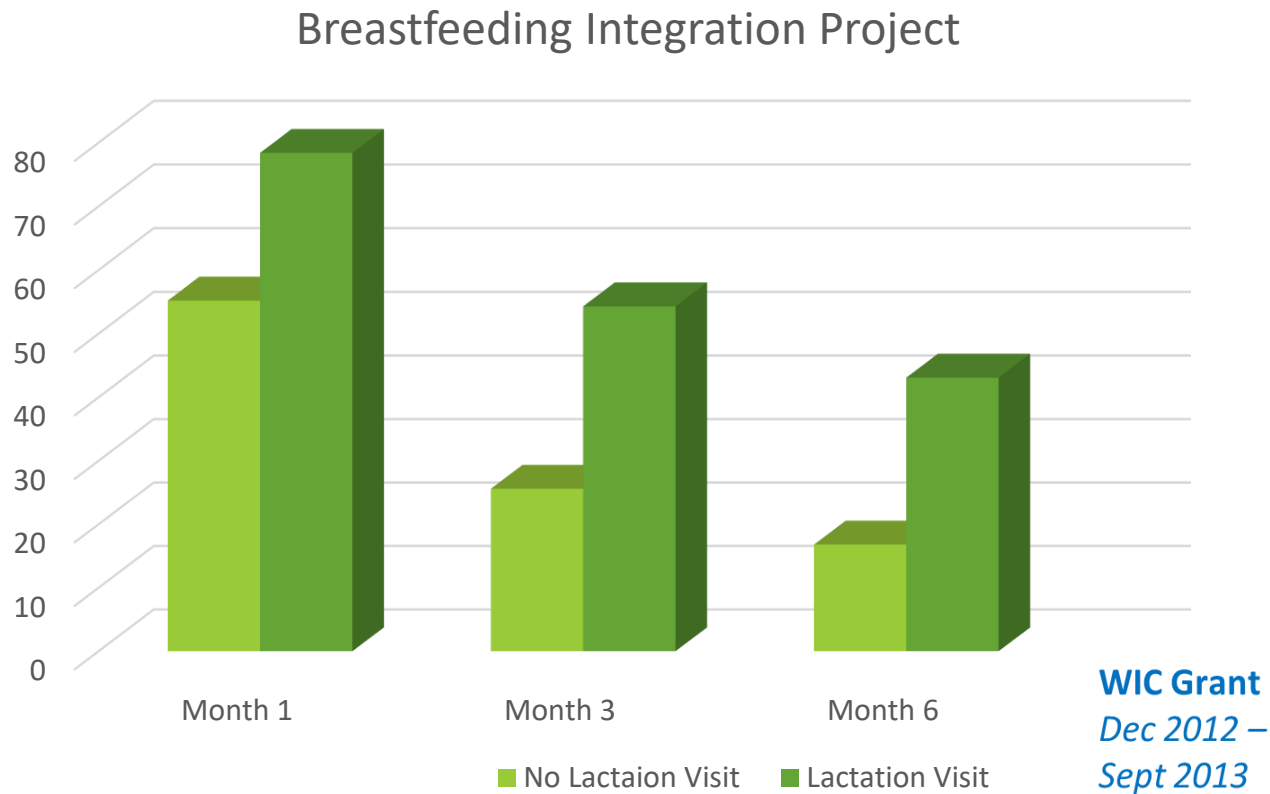
945 pts seen in 1 year

84% billable (mom must be on CPSP in Pg to bill Postpartum visits)

CPSP Revenue: \$95,280 - \$33,800 (IBCLC salary) = **\$61,480 profit ***

*** does not include MediCal revenue from Infant**

Impact of Lactation Visit (early postpartum) on Duration of Exclusive Breastfeeding Rates



Nutrition Trainings for non-WIC HC Staff

Course Contents

Nutrition Basics (4 hours)

- Assessing Nutritional status
- Childhood Obesity Epidemic
- Digestion and absorption
- Macronutrients
- Vitamins and Minerals –infants and children to age 5

Pediatric Nutrition (4 hours)

Infants

- Normal infant growth and development
- Baby Behavior Basics
- Breastfeeding -found of feeding practices
- Common concerns

Children

- Factors affecting growth and appetite
- Feeding guidelines
- Common Feeding Problems 1-5 years
- Case studies

MODULE	PRE-TEST AVERAGE SCORE	POST-TEST AVERAGE SCORE	PERCENT CHANGE *
Nutrition Basics	57%	92%	+61%
Nutrition Basics	43%	71%	+65%
Pediatric (Infant & Child) Nutrition	61%	97%	+59%

* Percent change= $y_2 - y_1 = x / y_1$

Benefits of Imbedded WIC Nutrition Asst. in Peds

- Improve Access and Retention of Shared population
- Provide warm hand-off to programs
- Can Document in EHR and WIC databases
- Reduce Barriers that arise
- Coordinate appts (WIC and Peds/ WIC and WHS)
- Act as Liaison to streamline services
- Perform health education utilizing extensive WIC knowledge and skills



Getting Started

- Set up a meeting with your WIC program- Learn what they do and how they could partner.
 - Inquire about trainings they could provide: (WIC 101, Nutrition, Breastfeeding, Baby Behaviors, TOTT Training)
- Identify a Physician Champion to work with WIC
- Maximize WIC referral forms- communicate
 - Create a Nutrition Fast pass for pt communication from CPSP to WIC
 - EHR Tools
- Sharing Space to Streamline Services
 - Full physical integration -Space limitation
 - WIC Information Booth in HC
 - MediCal screener in WIC (win-win)



Other Opportunities for Patient Care

Share Professional Staff- including salary

- Registered Dietitians (RD's)
 - Medical Nutrition Therapy (MNT), target chronic diseases
 - CPSP (including GDM)
 - Pediatrics
 - Adults- Diabetes clinic
 - Behavior Health (Eating Disorders)
- IBCLC
 - Lactation Intervention
- Tele-health and Tele-breastfeeding
- Share Para-professional WNA staff-including salary
 - Coordinate Well Child Checks and WIC appts.
 - Provide nutrition and breastfeeding counseling.
 - Work out details to data



For More Information

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