



Monthly Update

AUGUST 2018



catawba county
public health

3070 11th Ave. Dr. SE, Hickory, NC 28602

(828) 695-5800

WWW.CATAWBACOUNTYNC.GOV/PHEALTH/

WIC AWARDED GRANT FUNDING

The Catawba County Women, Infants and Children (WIC) program was awarded **\$33,000** in grant funding to enhance operations, create a more positive breastfeeding environment, and support a welcoming climate for our clients.

Funds will be used for infrastructure changes like new computers, counter tops, and education stations in the lobby, as well as updating the breastfeeding room and promoting breastfeeding-positive images throughout the office. New WIC advertisements will also be released on Greenway buses throughout the year.

Stay tuned for updates on the progress being made in WIC.

NACO RECOGNITION

Catawba County Public Health and Catawba Family Dentistry were recently honored with a National Association of Counties (NACo) award for the Childhood Oral Health Project (CHOP), which uses a navigator to connect families using Women, Infants and Children (WIC) services to dental services offered at Catawba Family Care. It was recently expanded to also include women receiving prenatal care at Catawba Valley Medical Center - Maternity Services.

After receiving the award, NACo reached out to write a case study on the program and has scheduled a webinar on August 30 featuring the program's success.

Rhonda Stikeleather, Children's Services Nursing Supervisor, will be one of four speakers in the webinar and will share information on how CHOP started in Catawba County and the impact it has had on our clients and community.

» TO REGISTER FOR THE WEBINAR:

www.naco.org/events/creating-healthy-smiles-medicaid-and-county-approaches-improving-oral-health

STATEWIDE CANVAS CHALLENGE



The North Carolina Division of Public Health's Communicable Disease Branch asked local health departments to create a canvas depicting our idea of "A World Without AIDS." The canvas will be on display in Raleigh for World AIDS Day. The left side of our canvas depicts the disease's toll, then progresses through advances in treatments and efforts to remove the disease's stigma, and the right side is our depiction of a world without HIV/AIDS.

AWARD NOMINATION

Catawba County Public Health and LiveWell Catawba have been nominated for a **North Carolina GlaxoSmithKline Foundation Child Health Award** for the **LiveWell Early Childhood** initiative. The nomination is one of more than 20 received. Award recipients will be announced during the North Carolina Public Health Association's fall educational conference.

NATIONAL FARMERS MARKET WEEK

The Public Health Farmers Market celebrated National Farmers Market Week August 5-11. The week is a way for markets to promote their impact on the physical health (better nutrition), mental health (positive relationships) and economic health (financial impact) of communities.

As of the end of July, there have been **2,994** farmers market vouchers issued to Catawba County WIC participants. As of the August 6, 2018, market, customers redeemed:

- » **1,352** WIC Farmers Market Vouchers
- » **262** Bonus Bucks
- » **\$221** in SNAP benefits



QUALITY IMPROVEMENT Corner by Tania Harper

The Women, Infants and Children (WIC) program recently updated its client survey and results have been coming in steadily. Here are some of the survey results highlights:

» The top 3 places that clients heard about WIC:

- Friends & Family.....50%
- Physician, Clinic, or Hospital36%
- CVMC Maternity Services.....18%

» **84% of surveyed WIC clients report that they are very likely to make healthier food/nutrition choices for their family because of their visit to WIC.**

Comments from WIC clients

“Thank you for doing a great job and making us feel valued.”

“Very good service. All around staff members are friendly and welcoming.”

“Everyone has been absolutely helpful and supportive towards providing for me and my child with the utmost care.”



BREASTFEEDING WEEK

Women, Infants and Children (WIC) breastfeeding staff **Sarah Keeter**, **Laura McPherson** and **Yowill McAbee** participated in the annual Global Big Latch On event at Catawba Valley Medical Center in early August. The event takes place at locations around the world where people gather together to breastfeed and offer peer support to each other. (<https://biglatchon.org/>) The event coincided with World Breastfeeding Week, August 1-7.

WIC COMMUNITY IMPACT

Catawba County Women, Infants and Children (WIC) redemptions brought **\$2.87 million** to Catawba County in FY 2017-18. WIC provides a direct benefit to not only our clients, but also to the local economy through these purchases.

STAFF UPDATE

» **Jason Williams** and **Julie Byrd** have been chosen to participate in the 2018 NC Public Health Leadership Institute.

» **Ashley Rink** and **Mary Elaine Knight** have been chosen to participate in the North Carolina Public Health Association's Emerging Leaders Program.

» **Diane Howell**, RN, is returning to Catawba County Public Health as a School Nurse.

LEARNING OPPORTUNITY

The 24th National Health Equity Research Webcast will be on Friday, Sept. 28, from 1:30 to 4 p.m. This year, the focus is From Awareness to Action: Leveraging Resiliency in the Context of Toxic Stress and Adverse Childhood Experiences. Join us in the boardroom starting at 1 p.m. for a brief introduction and afterwards for conversation. For more information, visit go.unc.edu/nherw or contact Zack King.

