

HPN



Using the Local Culture as the Cornerstone to build a Community Coalition

HPN

Introduction

Crescent City WIC Services INC. (CC WIC) acting as the backbone agency established the Healthy Plaquemines Now (HPN) coalition as a path to overcoming the community's challenges of having food deserts and lack of other options for healthy living.

The project's primary purpose was to use the local culture to build a coalition that would be sustainable beyond the grant funding period. The central goals consisted of addressing the local need, using parish resources with the epic center being strategically placed at the community's newly built medical center. Most of the objectives of this project included using the area's resources while honoring the residents' way of living and other traditions.

At the beginning of this process, a need assessment was conducted. The coalition analyzed the identified needs and used this data to develop the project's objectives and strategies. Issues like healthy food options not being available to not only our WIC clients but other residents living in the parish were among long-standing problems and barriers that this project worked to overcome. We also worked with local community and faith-based organizations to promote breastfeeding and breastfeeding friendly public places. Concerns were addressed, strategies were developed, and objectives were met; however, the ultimate success for this project is defined as the parish now having an established, unified group of people with a common agenda of building a healthier community.

Project Overview

Using the community's culture and propensity for resiliency, this project has started building a coalition that is equipped and most of all committed to continuing progress beyond the funding period. This group serves three connected parishes. This tri-parish alliance is working to assimilate the traditions and norms of the residents living in Plaquemines Parish into choosing healthy food options, maintaining optimal weight and managing chronic illnesses.

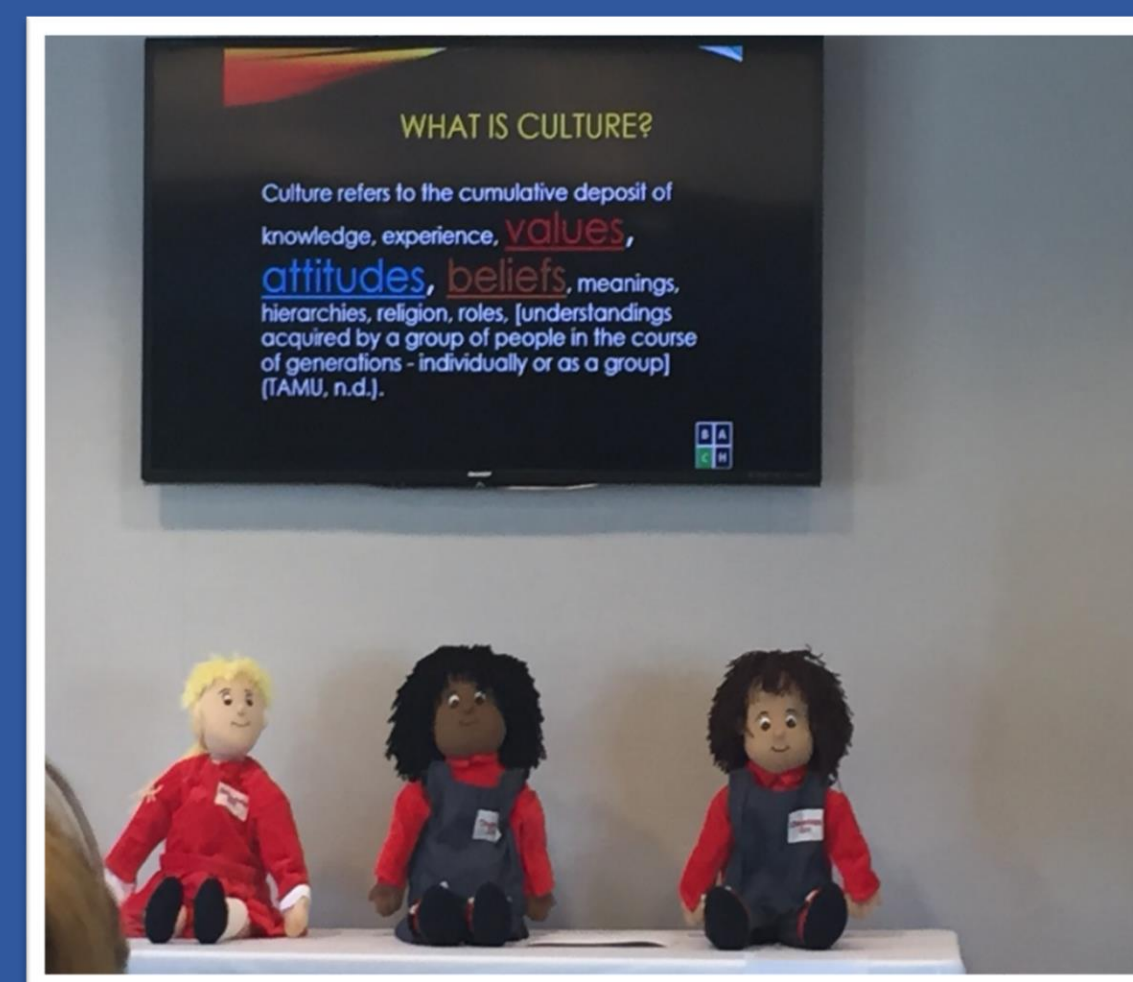


Made possible with funding from the National WIC Association and the Centers for Disease Control and Prevention (CDC) and does not necessarily represent the views of CDC.

Activities



Patti Vogt, owner and operator of Vogt Farms, reviewing the reward letter approved to process the WIC and Senior Citizen USDA Farmer Market Vouchers



Organ Wise Guys mini-grant distributed to coalition members to educate WIC community, children and families within the community



Cultural competency training for staff and the coalition

Outcomes

The results of this project include:

- ☐ An established coalition with the administrative staff at the Medical Center transitioning into a leadership role.
- ☐ Four (4) farmers markets certified to accept USDA farmers market vouchers; one (1) accepts SNAP
- ☐ Access to healthy options for low-income residents.
- ☐ All government facilities in the parish are now breastfeeding-friendly public facilities.
- ☐ Ongoing health-related education for various populations in different settings using the evidenced-based Organ Wise Guys curriculum.
- ☐ Ongoing monthly pop-up tours to education shoppers on choosing healthy options.

A Healthy Plaquemines NOW | Crescent City WIC Services, Inc.
Gretna, LA
Presented By: Mary E. Schulthies, Founder and CEO,

Lessons Learned

- ☐ When forming a coalition, start with a related-established group and include your agenda within this committee's goals and objectives.
- ☐ Train the coalition to aim for a common agenda, shared measurements and mutually reinforcing activities.
- ☐ Don't work in isolation, collective impact is more sustainable and allows you to broaden your reach.
- ☐ You will not be able to meet all of your objectives during the funding period. Make a plan to continue progress using your partners and other resources.
- ☐ Involve local individuals and groups as much as possible.
- ☐ Having fun activities embedded in your meetings helps to build working relationships among the members of the coalition.

WEBSITE COMING SOON !!

Best Practices

1. Start with the end in mind. At the very beginning identify and build capacity for various organizations to take leadership roles.
1. When engaging participants start with those who are already active, and let them do the recruiting for you.
2. Engage in ongoing (formative) review, assessment, and evaluation to ensure you are meeting your goals.

Next Steps

The new Plaquemines Medical Center (PMC) facility opened September 2014, three months prior to CCWIC's CPHMC sub-recipient award from NWA. PMC has successfully filled in gaps to improve community and clinical linkages for residents to have access to health-related services by adding a host of public amenities within its new facility and its mobile health unit. PMC now has a home for WIC services, medical, dental, pharmacy, and is committed to bringing other MCH offerings to Plaquemines Parish. The medical center has taken ownership for the coalition and is assuming a leadership role. CC WIC will still act as the backbone agency, however our role is to facilitate only now.

