



CAP Guidance Document

Promising Best Practices:

After reviewing the CAPs submitted by agencies in Cohort 2, the NWA & ACOG CPHMC Project Team would like to share a list of promising best practices that were identified through our work with Cohort 1. We encourage all agencies to consider including objectives in their CAP related to the following activities:

Primary Objectives A & B

1. Working with national partners on the Partnering4Health project, including members of the American Heart Association (AHA), American Planning Association (APA), Society of Public Health Education (SOPHE), and Directors of Health Promotion and Education (DHPE). All NWA awardees are required to build or strengthen a multisector coalition for the CPHMC project, so we encourage you to include members and affiliates of these organizations if they have chapters in your local community. This could potentially benefit your project by adding new expertise to the coalition, having access to tools and resources provided by the parent organization(s), and creating synergies at the local level to help sustain your project. During cohort 1 of the project, NWA, AHA, and APA all had awardees working on healthy corner store projects and farmer's markets.
2. Enhancing the food environment at corner stores, grocery stores, food pantries, or in neighborhoods by increasing the inventory of healthy foods in food retail environments or establishing community gardens and/or farmer's markets. During cohort 1, these strategies had a big impact at the community level by providing new access to healthy foods and beverages, generating media coverage, and creating interest in sustaining the work after funding ended.
3. Establishing *strong* referral networks that go beyond WIC and providers to include other chronic disease prevention, management, and risk reduction services such as Planned Parenthood, smoking cessation programs, classes and membership at local gyms such as YMCA, Head Start and other early childhood education programs, religious organizations, and food pantries/food banks. A strong referral network with a variety of partners helps to break down silos in the community, creates organizational efficiencies, vastly improves service delivery, and is the most likely to be sustained after funding ends.



Primary Objective C

1. Establishing a listserv of community partners that includes members of your coalition and a wider network of partners (if such a listserv does not already exist).
2. Developing a project newsletter that you send out monthly or quarterly to your partner listserv and can also be printed and handed out at meetings and community events and/or hung up on community bulletin boards.
3. Developing a short video to summarize and promote your project (this is an activity that should happen toward the end of your project period, and we will be providing more guidance around video creation).
4. Developing one or more social media pages for your coalition (if these do not already exist).
5. Developing a coalition website (if one does not already exist).
6. Posting project content to partners' social media pages and/or including project content in partners' newsletters.
7. Submitting content to a community magazine (if your community has one).
8. Repurposing your success stories by sending them to partner listservs, printing them out and handing them out at meetings and community events and/or hanging them on community bulletin boards, etc.
9. Promoting your project through radio advertisements, billboards, and inserts or advertisements in your local newspaper.
10. Identifying members of your coalition who have relationships with local media and leveraging these relationships to get placements on TV, radio, and in newspapers.
11. Setting up a meeting with members of the media toward the beginning of your project to educate them about the project and to ensure that they will be following your progress. Even better, ask members of the media to join your coalition!
12. Identifying leaders in the community who have a large social media presence whom you could work with to push out messages about your project.

Leadership Team

1. Working with your leadership team to clearly define their role and expected contributions to the project.
2. Engaging your provider to promote post-partum care through trainings and strong referral networks.
3. Incorporating the green prescription pad objective in your CAP to allow your provider to write non-pharmaceutical prescriptions.



National WIC Association
Your child has you. And you have WIC.



4. Engaging your provider to gather information on issues and emerging needs facing providers in your target community.
5. Engaging the WIC client to gather information on issues and emerging needs facing WIC clients and residents in your target community.
6. Ensuring the WIC client and other community members are actively contributing to coalition meetings and have a role in project implementation.
7. Working with the WIC client to ensure the following:
 - a. CAP objectives are robust and the settings you will target with your interventions include a good representation of places where WIC clients live, work, and play.
 - b. New foods and beverages introduced into food retail settings are culturally appropriate and meet the needs of WIC clients.
 - c. Services provided by businesses/community organizations/health providers in your community are culturally competent and adequately meeting the needs of all residents.
 - d. WIC clients and other community members are informed of your work on the CPHMC project.