

Women, Infants & Children (WIC)  
Community Based Pilot Project  
2013



Elk Grove

# The Need

- Declining caseload, locally, statewide & nationally
- Difficulty of voucher use
- Transportation challenges
- Extensive outreach conducted with limited success
- Elk Grove identified as a high need area

# The Project

- Partnership formed with Light of the Valley Church
- Excellent location – close to retail grocery outlets, low-income apartments and other types of housing, schools & daycare facilities

# Light of the Valley Church



Opening Date: May 23, 2013







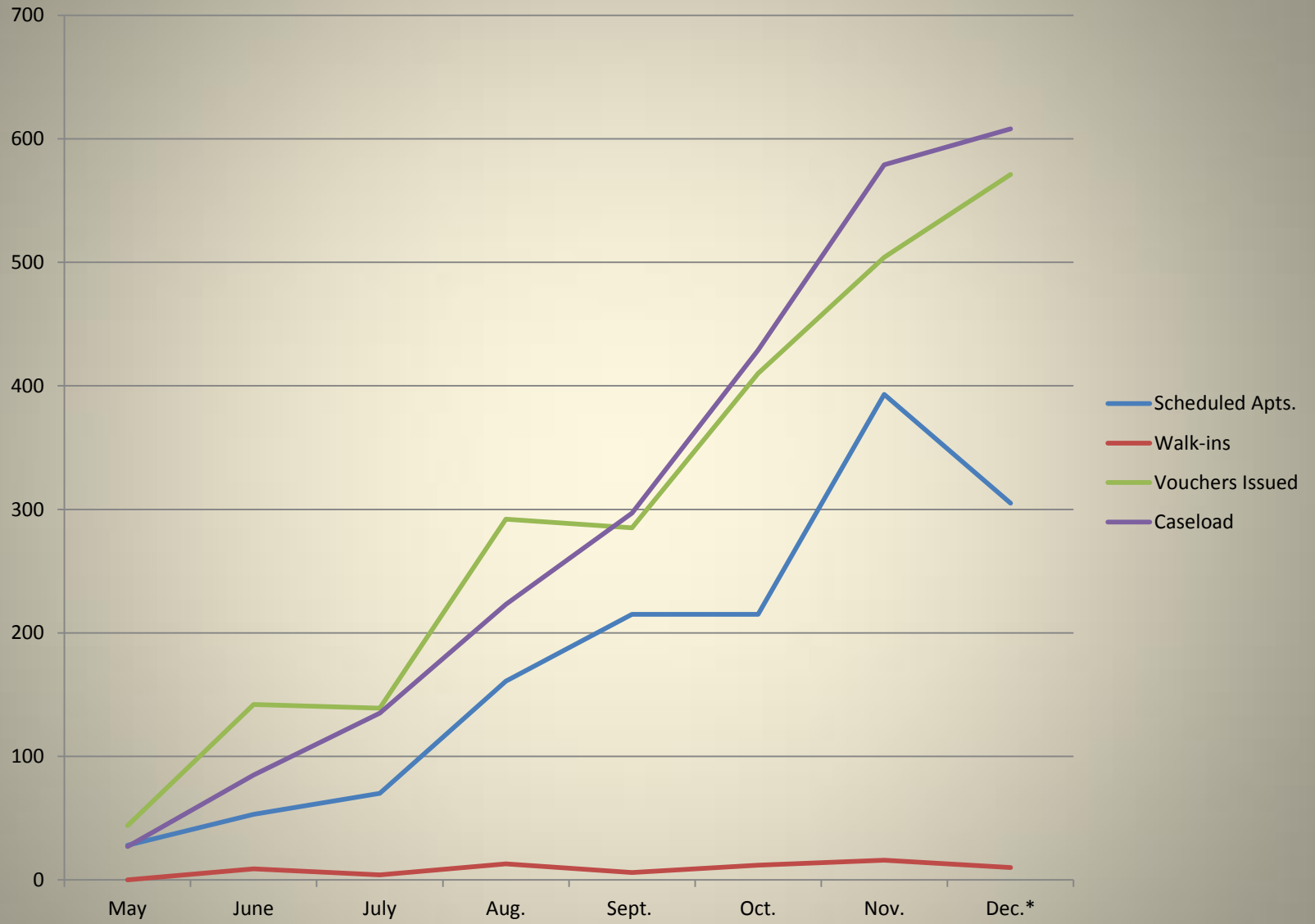




# Robust Growth Experienced

2013	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. *
<b>Appointments</b>	28	53	70	161	215	215	393	305
<b>Walk-ins</b>	0	9	4	13	6	12	16	10
<b>Vouchers Issued</b>	44	142	139	292	285	410	504	571
<b>Caseload</b>	27	85	135	223	297	429	579	608

*\*December – closed 2 days for the holidays*



# Community Response









# Other WIC Strategies

- Use of social media – Facebook, Pinterest
- Online nutrition education
- Later hours offered twice per month
- Texting participants for follow-up

# Conclusion

- Enhanced community experience
- Effective partnership
- Successful, low-cost , convenient location
- Serving over 900 participants – mostly new



# Next Steps

- Continue to track and trend data
- Growth potential will be tapped due to the size of physical plant
- Launch of third pilot project based in Old Town Elk Grove