

Nutrition Services Branch (NSB) FY 2014 Annual Report

Fiscal Year Oct. 2013 - Sept. 2014

Goal: Work with partners and families to build healthy, active and well-nourished communities.

About NSB:

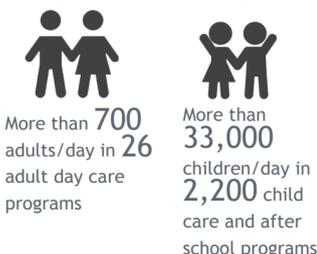
The Child and Adult Care Food Program (CACFP) reimburses child and adult care institutions and day care homes for nutritious foods to help children, older adults and chronically impaired disabled persons stay healthy.

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is a nutrition program providing nutrition education, healthy foods, breastfeeding support and health care referrals for income-eligible women and children up to age 5.

The Early Childhood Obesity Prevention (ECOP) provides early childhood obesity prevention (ECOP) resources and tools to professionals throughout Colorado.

Access to healthy food

CACFP: Who we serve

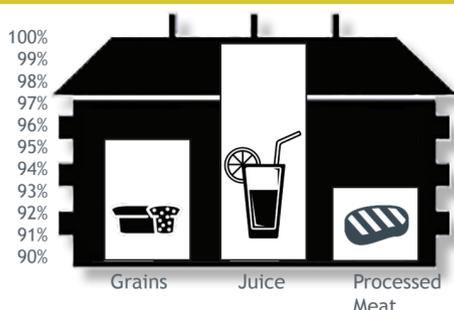


Improved CACFP application processes for organizations that participate in the Summer Food Service Program and the National School Lunch program.

More **100%** Whole Wheat options added to eligible food.

Successful implementation of Healthier Meals Initiative of Healthier Meals Initiative meal standards among child care centers.

Nutrition intake



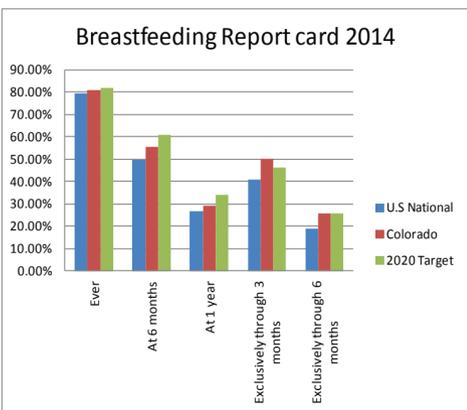
CACFP Nutrition impact
A review of menus from 349 child care centers showed:
95% serve at least one whole grain per day
99% limit juice to no more than twice per day
93% limit processed meats to no more than once per week

Breastfeeding

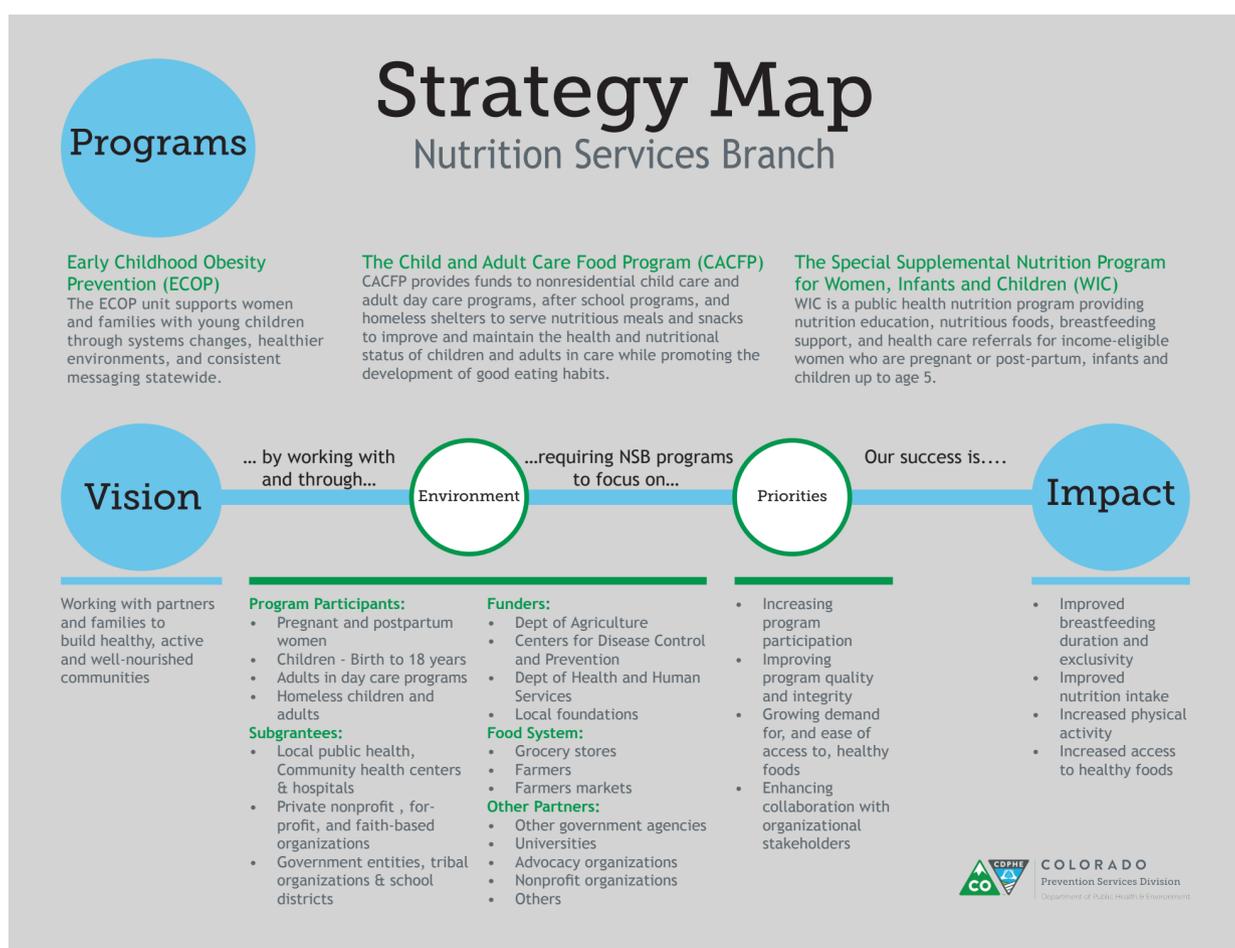
Of **437** child-care providers surveyed, **81%** would want their own baby to get breast milk, thereby they are likely to support breastfeeding moms.

Of **17** hospitals participating in the Colorado Baby-Friendly Hospital Collaborative, **5** are in the final phases of Baby-Friendly designation.

79% WIC infants initiated breastfeeding



Our strategy



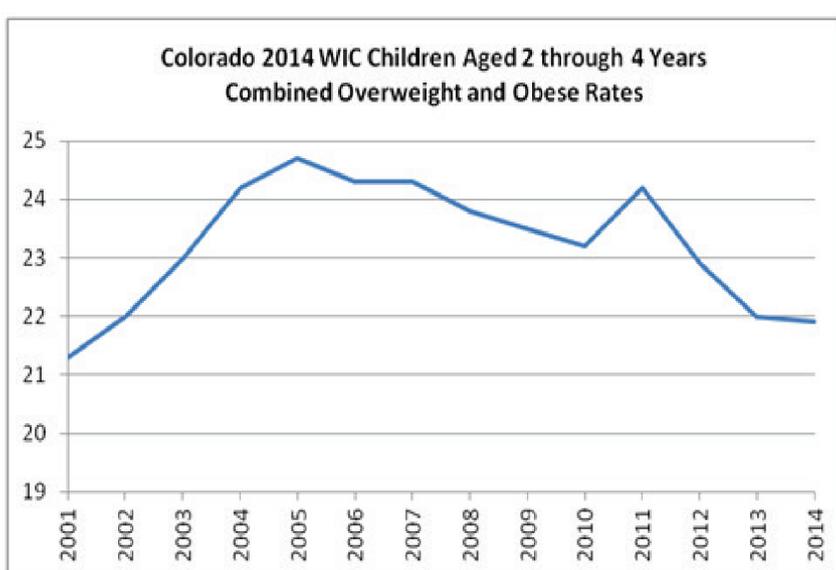
Collaborations/Partnerships

More than **20** local public health agencies engage in strategies to prevent early childhood obesity. WIC programs, child care centers, and early childhood councils are local agencies' most common partners with this work.

WIC participants are making behavior and attitude changes consistent with the ECOP messages. Consistent messaging can improve learning responsive feeding practices and correct breastfeeding information.

Participants reported WIC as the second most common source of their health information; health care providers are first source. (2013 WIC Participant Satisfaction Survey)

CACFP implemented an upgraded computer system for customer and administrative use.



What does success look like?

- Increase awareness of services/messages
- Increase participation and retention
- Ensure participants have access to information and services in a variety of ways (in person, online, etc.)
- Ensure participants have support from peers and state, connected to other resources for healthy changes and support.



WIC Highlights



WIC: Eastside Outreach

In December 2014, the Denver Health WIC Program held a successful "Mega Outreach" event to bring awareness to the WIC Program. Staff participated in the event, which included: hosting education tables, distributing outreach materials to community partners, securing media exposure (TV, radio, and Denver Health Newsletter). Staff then participated in a "Mega In-reach" event that focused on customer service training for staff with NWA's 2015 theme of "Reach Them, Teach Them, Keep Them."

WIC Total Retailers & Farmers 442

WIC Average Food Package Cost \$58.68

WIC: Garden Project in Summit



Summit County WIC and partners expanded their Summit Community Food Donation Program, which provides locally grown, fresh produce to WIC families. Produce harvested from the WIC plot and donations from community members provided 79 families with locally grown, fresh produce. WIC participants also learned how to prepare the produce at home so they were comfortable trying something new. Four summer classes were offered for WIC families at the community gardens. Families harvested produce to take home and were given a container to grow lettuce, turnips, or cilantro at home.

WIC 157,405 Total WIC participants

- 39% 60,780 Children
- 29% 46,827 Women
- 32% 49,798 Infants

Physical activity

11 WIC agencies have a designated Wellness Coordinator to advance early childhood obesity prevention and wellness. The ECOP unit trained **18** child care centers on the *I am Moving, I am Learning* physical activity curriculum.