

Where We Need WIC on Wheels: A 2016 Community Needs Assessment in Knox County

Zegel, R. & Black, M.
University of Tennessee, Knoxville

Introduction

- The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) provides nutrition education, breastfeeding education and support, and health referrals to income-eligible mothers and their children.¹
- From July to September 2016, Knox County Health Department (KCHD) issued approximately 7,045 WIC vouchers.²
- In 2003, WIC services were centralized to the main KCHD office, resulting in a loss of over 400 clients.²
- KCHD personnel are interested in increasing their reach throughout the county and serving additional WIC-eligible families in low-access areas.
- WIC on Wheels is the proposed solution to increase access to WIC services. WIC on Wheels sends buses equipped with resources to areas with limited access to traditional WIC services.³
- In Knox County, there are 92,870 women of childbearing age (15-44) and 26,004 children under five years of age, which can be considered the potential WIC-eligible population if they are income-eligible.⁴ These populations will be the focus of this assessment.

Project Goal and Objectives

Goal

To provide the Knox County Health Department with recommendations of zip codes and potential host sites for the WIC on Wheels program

Objectives

- Compile and analyze data to provide recommendations on the zip codes that may be most at risk and in need of the WIC on Wheels program.
- Find information such as name, address, phone number, and point of contact for potential host sites within the recommended zip codes for the WIC on Wheels program.
- Complete environmental assessments of the potential hosts via the created assessment tool and visit each of the potential hosts.
- Create a user-friendly map on Google Maps that contains the information on each potential host and outlines the recommended zip codes.

Methods

- Gathered and assessed demographic data at the county, state, and national level
- Created and used a matrix to analyze seven different characteristics within zip codes for most recommended locations for WIC on Wheels
- Selected the four most recommended zip codes in Knox County
- Searched for and gathered contact information for potential hosts for WIC on Wheels throughout the four selected zip codes
- Created and piloted an Environmental Assessment Tool for assessing feasibility of potential hosts
- Mapped potential hosts of WIC on Wheels using Google Maps
- Determined an action plan for the next steps in implementing WIC on Wheels

Tool for Assessment

Environmental Assessment Tool

Name of Observer: _____

Name of Location: _____

Address of Location: _____

Type of Location: grocery store library church other _____

If grocery store, does it accept WIC? yes no

Setting: urban suburban rural

Visibility from the road: clearly visible not clearly visible

Distance in miles to nearest KAT bus stop: _____

Distance in miles to Knox County Health Department: _____

Clear and well-marked cross walk: yes no

Number of parking spots: _____

Establishments nearby:

Retailers Sit down restaurants Hospital

Businesses Fast food restaurants Shopping malls

Park Religious organizations School

Farmers market Recreation Center Grocery store

Potential Contact:

Name: _____

Phone: _____

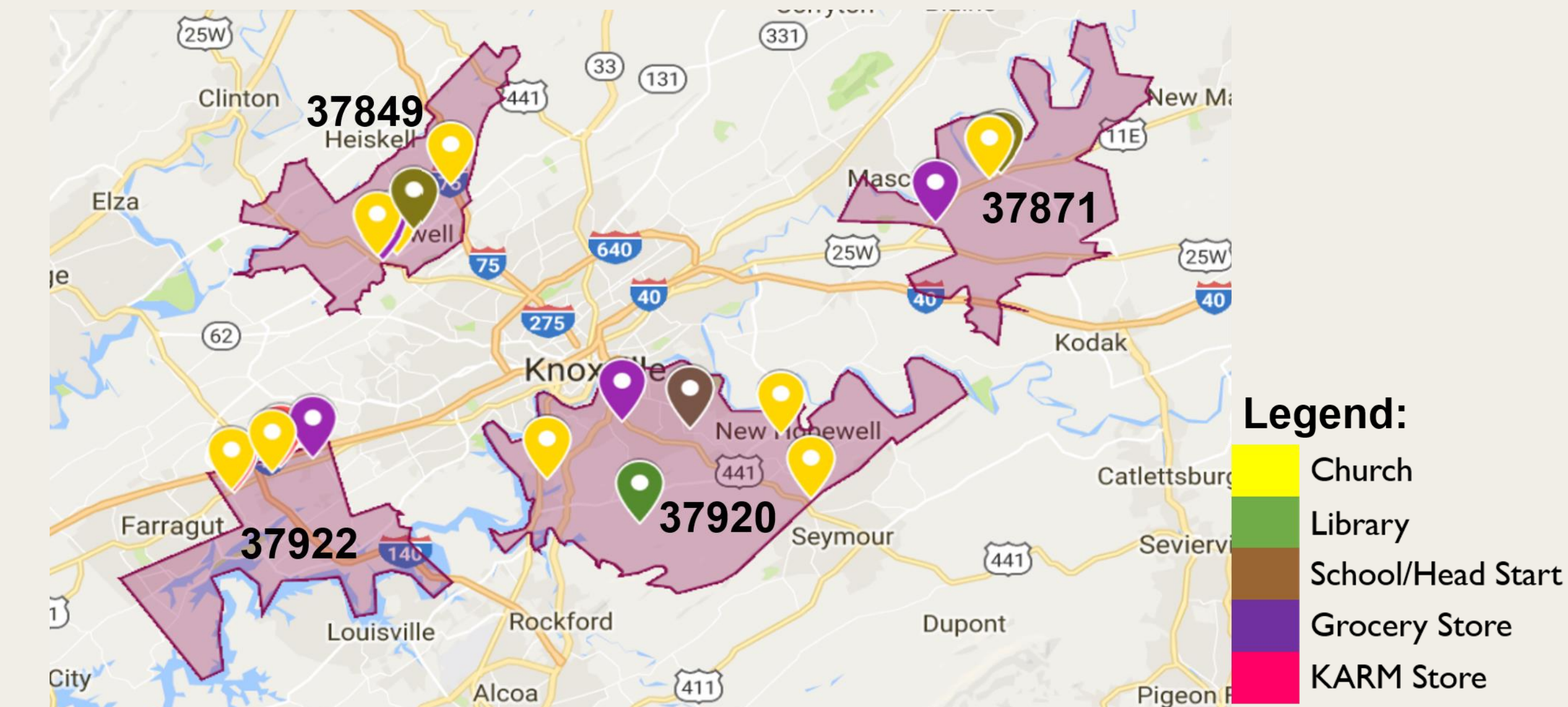
Attach Pictures: _____

Results

Matrix Analysis of Highest Ranked Zip Codes as Potential Areas for WIC on Wheels

Zip Code	Median Income < \$44,955 (1 pt.)	Female Population (15-44 years) > 1,000 (1 pt.) > 5,000 (2 pts.)	Population Under 5 Years Old > 500 (1 pt.) > 1,000 (2 pts.)	Percentage of Single Parents > 20% (1 pt.)	Percent Below Poverty > 15% (1 pt.)	Classified as Low Income yes (1 pt.)	Decrease in at least 50 WIC recipients Closing of Satellite Clinics (1 pt.)	Total Points
37917	\$29,026 (1 pt.)	5,002 (2 pts)	1,325 (2 pts)	15.4% (0 pts.)	24.9% (1 pt.)	Yes (1 pt.)	-107 (1 pt.)	8
37920	\$37,447 (1 pt.)	8,016 (2 pts)	1,918 (2 pts)	13.4% (0 pts.)	20.3% (1 pt.)	Yes (1 pt.)	-95 (1 pt.)	8
37914	\$34,167 (1 pt.)	3,760 (1 pt.)	1,257 (2 pts)	26.5% (1 pt.)	26.7% (1 pt.)	Yes (1 pt.)	-32 (0 pts.)	7
37921	\$37,449 (1 pt.)	6,614 (2 pts)	2,252 (2 pts)	18.5% (0 pts.)	23.8% (1 pt.)	Yes (1 pt.)	+284 (0 pts.)	7
37915	\$11,667 (1 pt.)	1,436 (1 pt.)	660 (1 pt.)	35.8% (1 pt.)	52.0% (1 pt.)	Yes (1 pt.)	-40 (0 pts.)	6
37830	\$52,975 (0 pts.)	5,349 (2 pts)	1,757 (2 pts)	15.0% (0 pts.)	16.6% (1 pt.)	No (0 pts.)	-11 (0 pts.)	5
37849	\$53,201 (0 pts.)	5,486 (2 pts)	1,769 (2 pts)	17.6% (0 pts.)	14.4% (0 pts.)	No (0 pts.)	-85 (1 pt.)	5
37871	\$42,539 (1 pt.)	1,451 (1 pt.)	537 (1 pt.)	17.7% (0 pts.)	18.0% (1 pt.)	No (0 pts.)	-66 (1 pt.)	5
37909	\$41,963 (1 pt.)	3,639 (1 pt.)	1,326 (2 pts)	14.2% (0 pts.)	17.1% (1 pt.)	No (0 pts.)	+20 (0 pts.)	5
37916	\$9,075 (1 pt.)	5,878 (2 pts)	26 (0 pts)	4.3% (0 pts.)	73.3% (1 pt.)	Yes (1 pt.)	-6 (0 pts.)	5
37922	\$99,295 (0 pts.)	6,128 (2 pts)	2,049 (2 pts)	8.1% (0 pts.)	3.5% (0 pts.)	No (0 pts.)	-55 (1 pt.)	5

Potential Hosts of WIC on Wheels



Conclusion

- The WIC-eligible population in Knox County seems to be larger than the number of people receiving WIC services.
- Implementing WIC on Wheels could broaden the reach of the KCHD to areas throughout Knox County.
- Potential hosts of WIC on Wheels need to have enough parking spaces, be clearly visible from the road, and be convenient to access.

Strengths

- Wealth of census data gathered for each zip code
- Rankings of recommended zip codes using a thorough analysis of factors
- GIS mapping of potential hosts

Limitations

- Inability to visit all top-ranking zip-codes
- Only one potential host visit per recommended zip code

Action Plan

- Use the environment assessment tool for other potential hosts, beginning with Head Starts, preschools, & other child care centers
- Communicate with potential hosts and community members
- Begin preparing the WIC on Wheels unit(s)
- Begin WIC on Wheels in 37871, 37920, 37849, & 37922

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