NEVADA CoIIN

Innovative Nutrition Workstream

GOAL:
For the Title V MCH Program and state partners to establish nutrition best practice guidelines and disseminate the materials to stakeholders for improving health outcomes.

METHODOLOGY
• Designed and conducted a survey of childhood nutrition experts in the state
• Identified the need to design a separate survey with Title V MCH staff and partners to gauge need for nutrition education
• Developed a relationship with the Nevada Nutrition Assistance Consortium and SNAP-Ed
• Attended the consortium’s monthly meetings
• Reviewed SNAP-Ed’s extensive needs assessment and state plan
• Identified need for a CACFP social media campaign geared primarily toward Hispanic early child care providers

PARTICIPANTS & PARTNERS
• Nevada Nutrition Assistance Consortium
• Nevada Office of Food Security and Obesity Prevention and Control
• Nevada SNAP-Ed
• Nevada WIC

TITLE V PROGRAM CONNECTION
• Two Title V staff were engaged

ACCOMPLISHMENTS
• Gained insight into survey design and analytics
• Forged valuable new relationships within statewide nutrition networks
• Developed and disseminated a bilingual social media campaign:
  — geared toward approximately 700 employees within early childcare centers
  — raised awareness for the availability of healthier foods and snacks for children through the Child and Adult Care Food Program

The Nevada Children’s Healthy Weight CoIIN team sought to survey childhood nutrition experts as well as Title V MCH staff and partners in the state. Their efforts led to new alliances and information regarding available nutrition programs. The team identified a need for an awareness campaign about the Child and Adult Care Food Program (CACFP) geared toward primarily Spanish speaking early childcare providers. The program offers reimbursements for nutritious meals and snacks to eligible children in participating childcare centers.

This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number U7NMC30388, Pediatric Obesity CoIIN 2.0 (also known as the Children’s Healthy Weight CoIIN). The cumulative total of the multi-year award is $1,275,000 with 100 percent funded by HRSA. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.