

NEVADA CoIN

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.



The Nevada Children's Healthy Weight CoIN 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 child care centers.

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

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**

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**

“Joining forces for healthy food sources.”

