

Listed below are a few examples of existing WIC and CCO partnerships. There are many other collaborations not represented here as these were reported through a handful of WIC programs. This is one snapshot of innovative ways to integrate preventive public health nutrition services with coordinated health care.

Offering Dental Health Services in WIC

- Dental screenings are funded by AllCare Health in WIC once a month. AllCare is currently in the process of opening a dental clinic at the health department. (Josephine County)
- A full time dental program is funded in WIC by Trillium Community Health. (Lane County)
- Advantage Dental provides, through PacificSource, a hygienist a few days a week to do dental education and silver diamine fluoride in all WIC clinic sites. (Deschutes County)
- An Advantage hygienist, through PacificSource, works in WIC once a month. (North Central Public Health)

Supporting Services for Pregnant Women in WIC

Incentive program to promote healthy pregnancy outcomes - Jackson County WIC, AllCare Health, and Jackson Care Connect have teamed up to provide incentive coupons for pregnant and postpartum moms and their infants. These coupons can be redeemed at Jackson Care Connect's Starting Strong store, or at AllCare's BABE store, for items ranging from diapers to high chairs and car seats. Coupons are given at each WIC, mental health, dental and OB/GYN appointment to improve show rates. (Jackson County)

Integrated referral services for pregnant women – Salud WIC partners with the Yamhill Community Care Organization (YCCO) to coordinate services for newly insured pregnant women. The YCCO provides weekly, secure lists of new prenatal Medicaid participants to WIC. WIC reaches out to those clients, not yet receiving WIC services, to let them know they qualify. WIC mails a letter or calls the client to let them know about the WIC program benefits. (Yamhill County)

Supports for behavioral health in WIC – The Deschutes County Behavioral Health program partners with PacificSource and provides WIC with a full-time, qualified mental health professional specializing in perinatal/postpartum depression and anxiety. (Deschutes County)

Prenatal and postpartum referrals - PacificSource refers women on the Oregon Health Plan to WIC for prenatal and postpartum support. Lactation services are also available, including breast pumps, if needed. (Hood River County)



Examples of CCO and WIC Partnerships



Integrating nutrition & referral services in OB/GYN clinics - WIC, Mother's Care, two OB/GYN practices, and PacificSource initiated a partnership to fund a grant. This grant initially hired a community health worker to conduct WIC and Mother's Care services within the OB/GYN practices. This integration of services continues today through the financial support of the health department. (Deschutes County)

Providing Lactation Services

Reimbursing for lactation services – Standing orders have been established between PacificSource and all primary care providers to provide lactation services. For families who qualify and enroll in the [Babies First](#) Program, lactation services are included in the global payment that PacificSource reimburses for that program. (Hood River County)

Improving access to breast pumps:

- WIC, the Linn-Benton-Lincoln Breastfeeding Coalition, and the Intercommunity Health Network have teamed up with the Durable Medical Equipment Company to facilitate access of breast pumps in the hospital and in their store front after discharge. (Linn, Benton and Lincoln County).
- WIC and AllCare Health have partnered with the breastfeeding coalition and area lactation consultants to improve access and referral to lactation services, including breast pumps. (Josephine County)

A Comprehensive Partnership

Josephine County WIC & AllCare Health are collaborating in innovative ways. AllCare Health is:

- Funding a registered dietitian to coordinate county-wide nutrition screening, case-management of MCH services, integrate the Healthy Start Federal Program, and facilitate coordination between WIC, the health department and the CCO.
- Creating a community program with OSU Extension and WIC that will offer “vouchers” for free fruits/veggies to eligible families. This will be based on a nutrition assessment tool to be used at WIC, medical offices, and other clinics.
- Marketing WIC services through radio and print.
- Paying for transportation to WIC appointments and visits to the on-site, public health home visiting nurses.

Thank you CCOs for your investment in preventive public health nutrition services. WIC salutes you!