

BNPA Collective Impact

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What is Collective Impact?

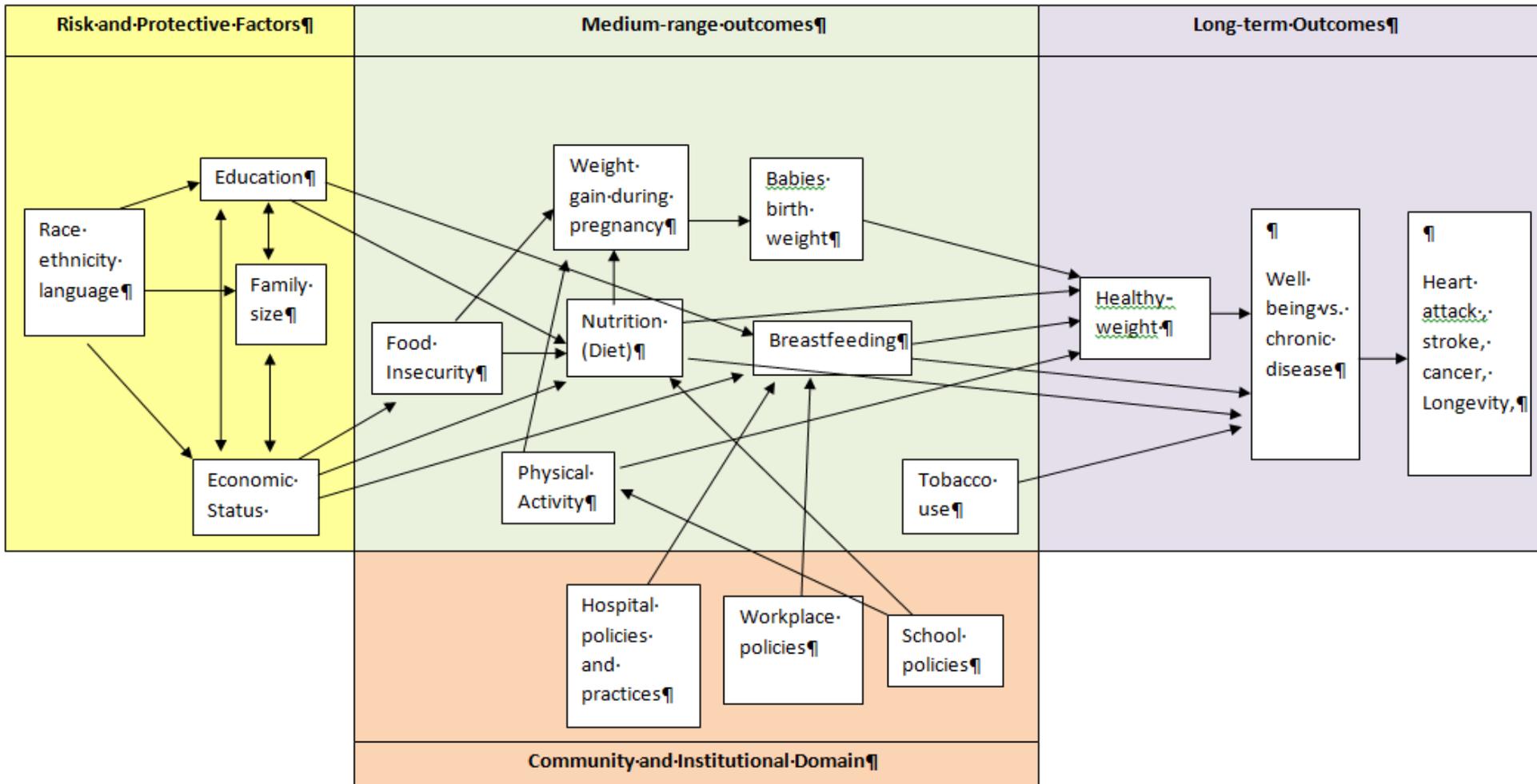
- Recognizes that large scale social change is multi-causal

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Very-Oversimplified-Diagram-of-Relationships-between-Variables-We-Attempt-to-Influence ¶



Arrows imply causality. Relationships may be direct or indirect. ¶

Not on chart: family-planning, birth-spacing, preconception/inter-conception health, mental health, access to and quality of medical care (primary, acute, and tertiary) ¶

Systematic collaboration

- Requires:
 - Common agenda/vision
 - Shared measurement systems
 - Mutually reinforcing activities
 - Continuous communication
 - Backbone support organizations

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Bureau Evaluation

- Show how all of our funding streams and strategies fit together
- Organized WIC State Plan around 4 major goals (plus business)
- Will use framework to add in AzNN

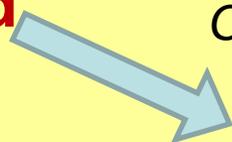
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**BNPA Programs Combine
Direct Services and Environmental Approaches**

**Decrease
hunger and
food
insecurity**



CSFP

SNAP-Ed

Power Me A2Z

**Increase
healthy
food
choices**



*Farmer's
Markets*

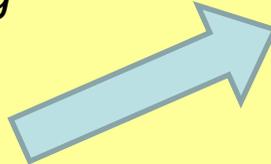


**Healthy
Weight**

WIC

*Breastfeeding
Promotion*

School Health

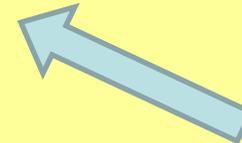


*Strong
Families*

Empower

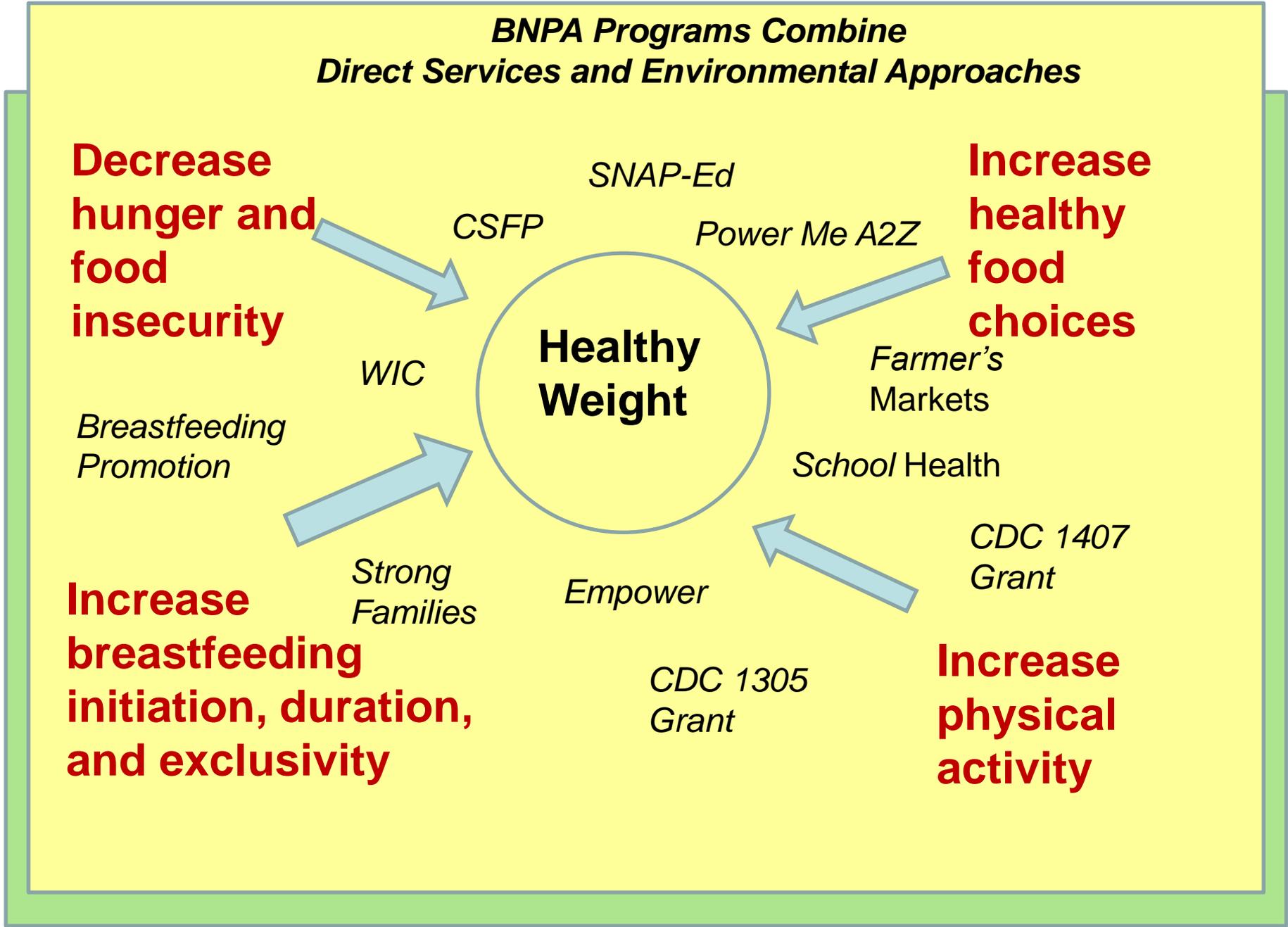
*CDC 1407
Grant*

**Increase
breastfeeding
initiation, duration,
and exclusivity**

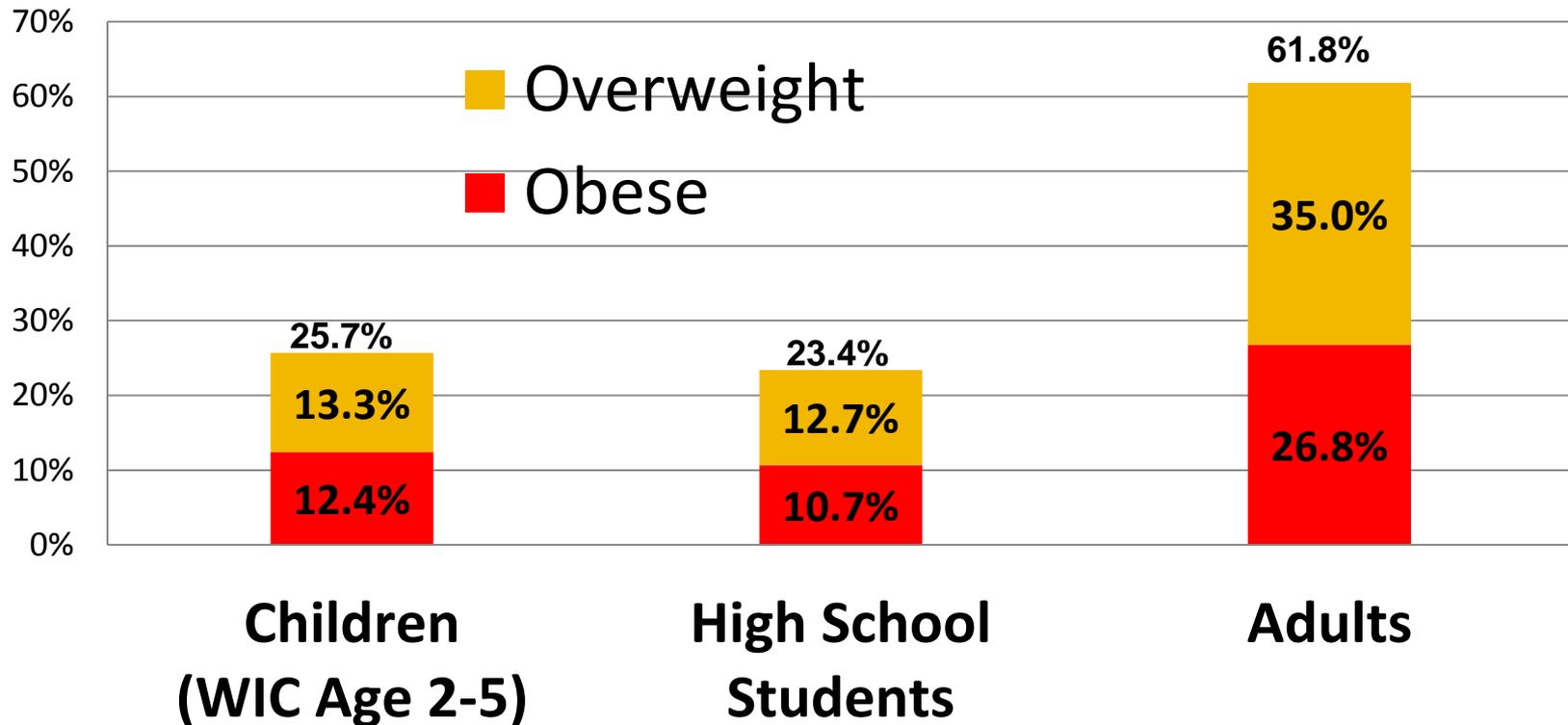


*CDC 1305
Grant*

**Increase
physical
activity**



Obesity and Overweight Arizona 2013



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Breastfeeding

Strategy by Program/Funding Source

	WIC	WIC Peer Counseling Grant	Strong Families Arizona	Arizona Nutrition Network	CDC Grant 1305
Training	●	●	●	●	●
Technical Assistance	●	●	●	●	●
Policy and Procedure Development	●	●			●
Direct Support	●	●	●		

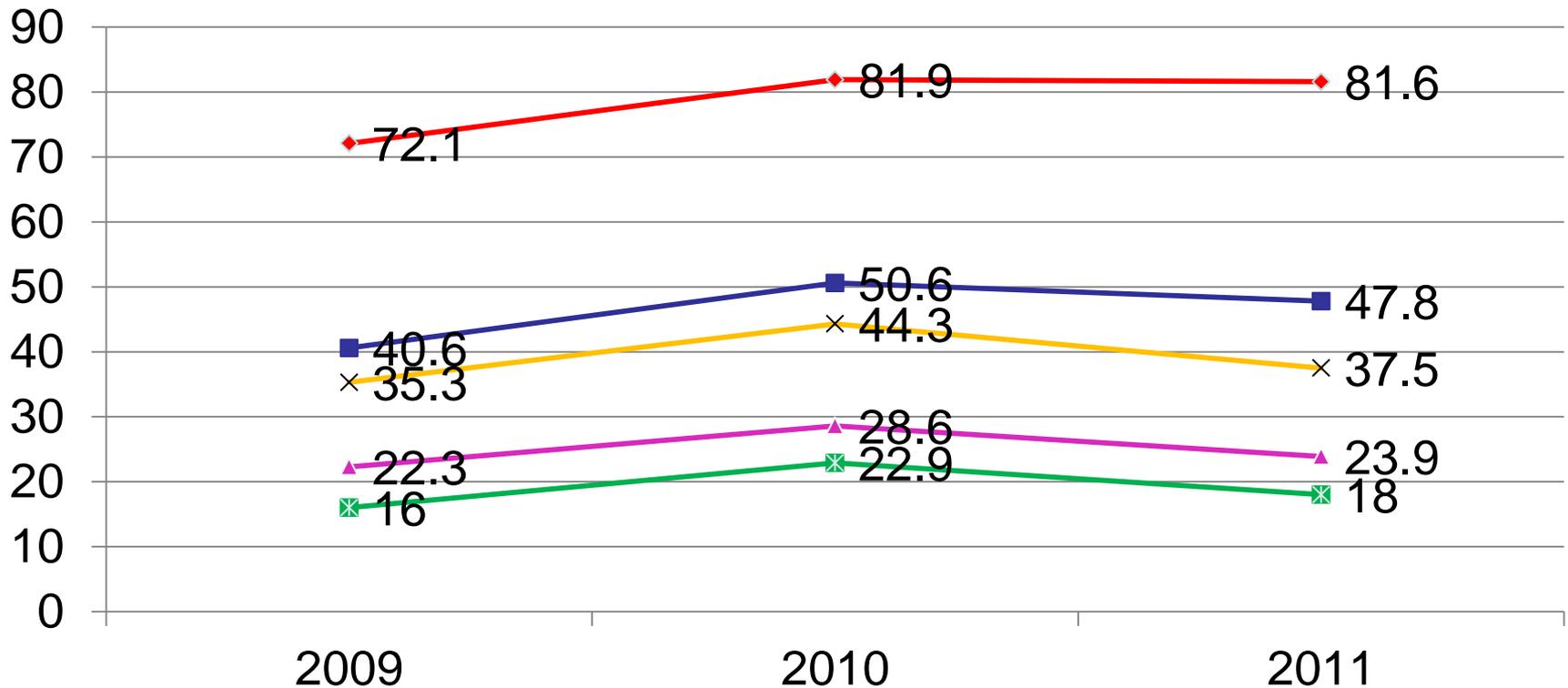
CDC Report Card

Individual Breastfeeding Support Scores	2013	2014
Percent of live births occurring at Baby-Friendly Facilities	0.9%	1.7%
Percent of breastfed infants receiving formula before 2 days of age	33.3%	26.6%
Number of La Leche League Leaders per 1000 live births	0.89	1.01
Number of IBCLCs per 1000 live births	3.12	3.33
State's child care regulation supports onsite breastfeeding	Yes	Yes

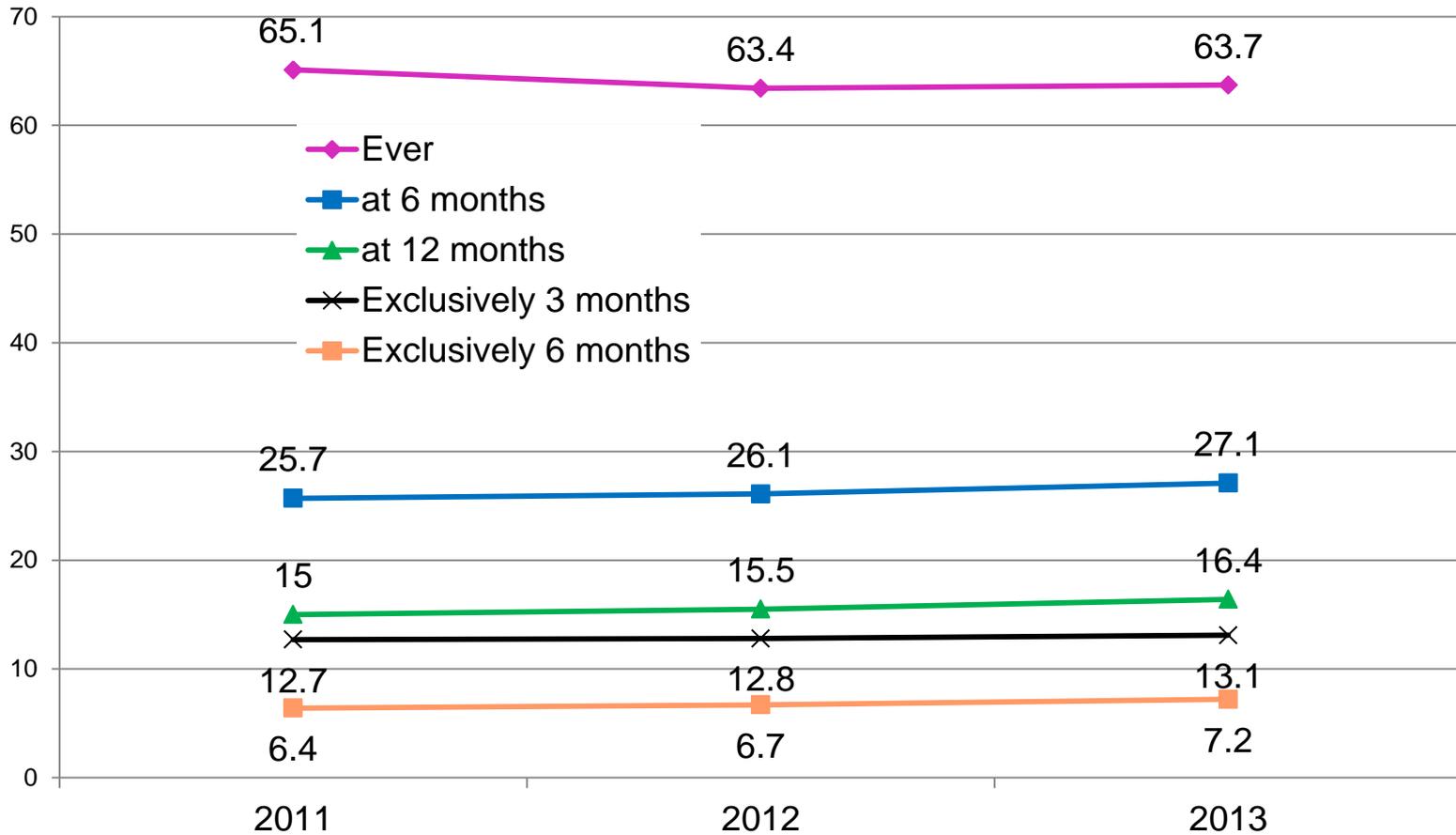
Breastfeeding Status

Infants in Arizona by Year of Birth

- Ever
- at 6 months
- at 12 months
- Exclusively 3 months
- Exclusively 6 months



Breastfeeding in WIC



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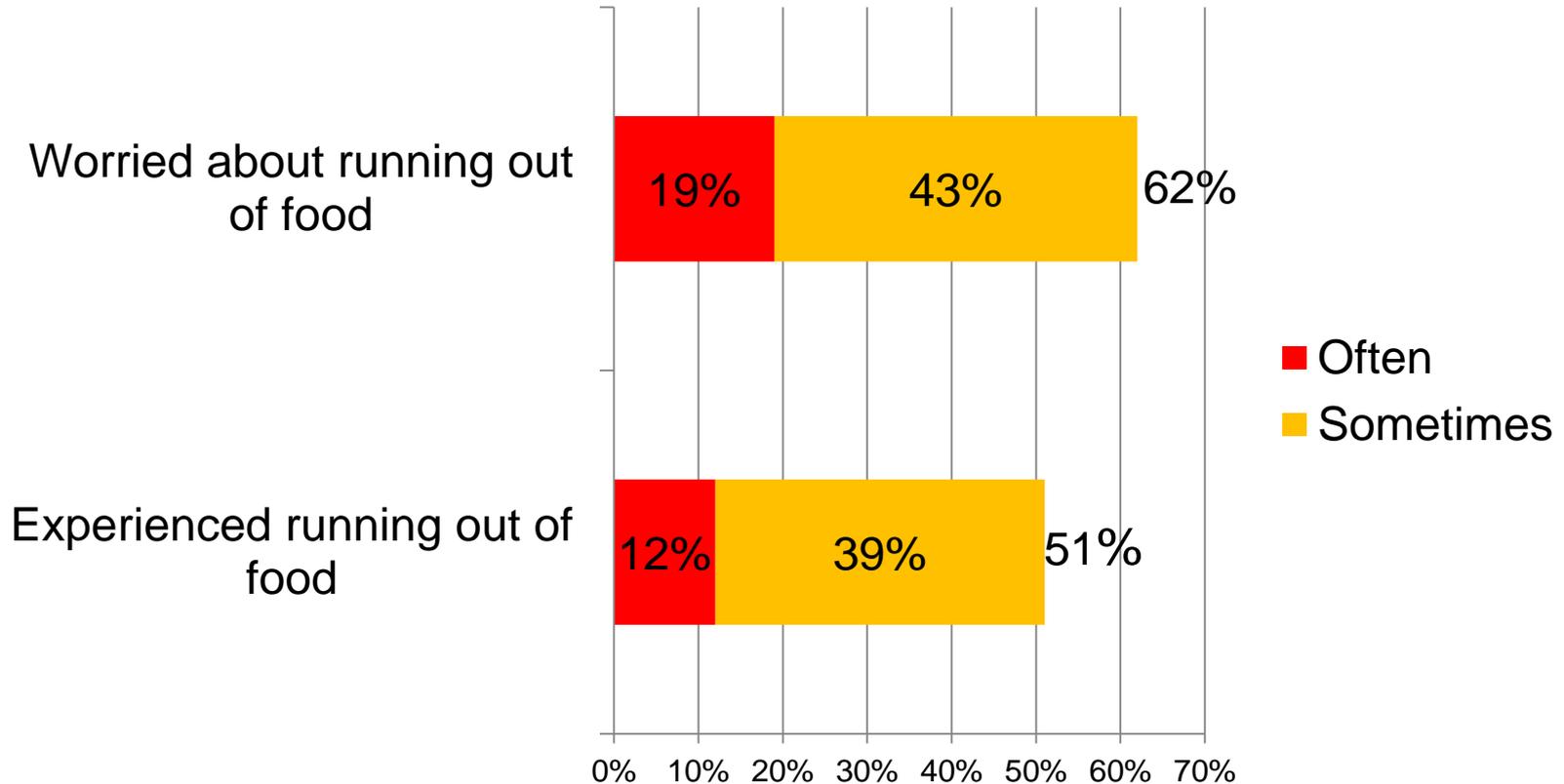
Nutrition

Strategy by Program/Funding Source

	WIC	CSFP	Arizona Nutrition Network	CDC 1305 Grant	Empower
Distribute Food	•	•			
Nutrition Education	•	•	•		
Food environment (e.g. farmers' markets, healthy retail)	•		•	•	
Workforce Development/Training	•				•
Early Childhood Education and School Policy			•	•	•

Food Insecurity: 2015

Among SNAP-Eligible Women with Children

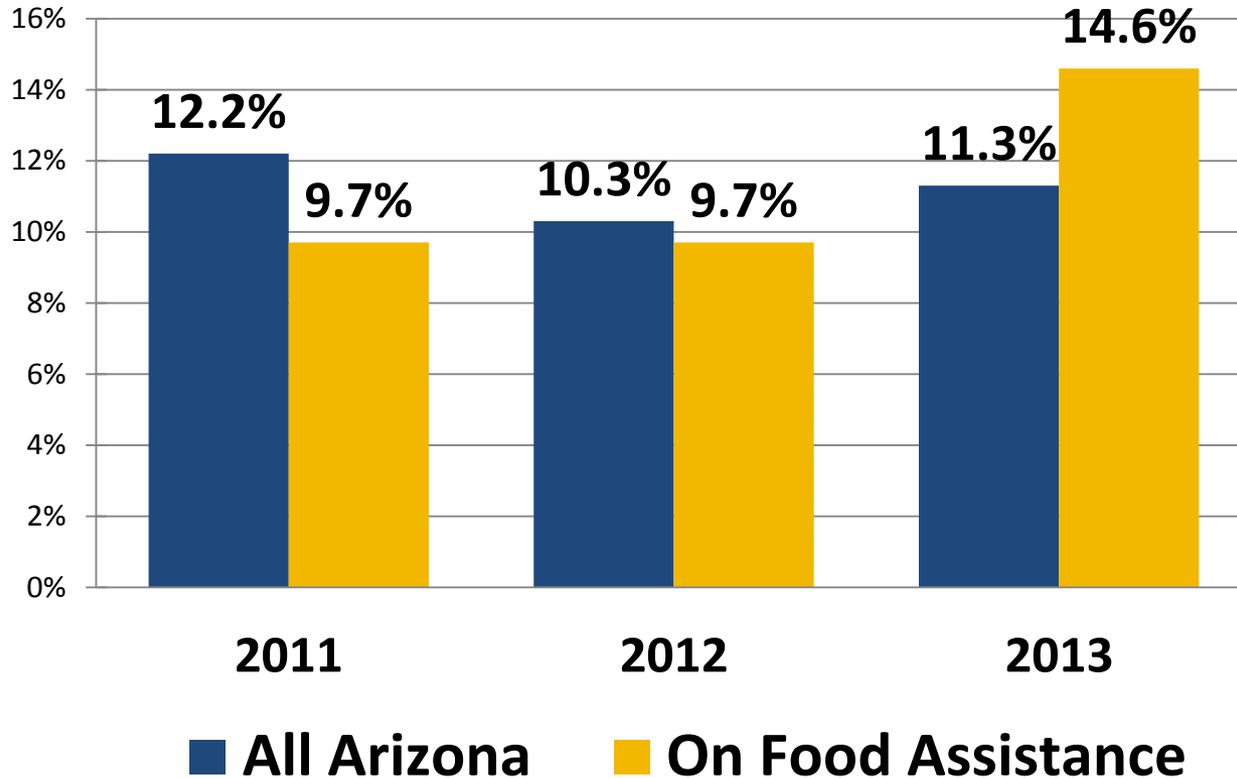


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Adults Consuming Fruits *at least* twice and Vegetables *at least* 3 times daily



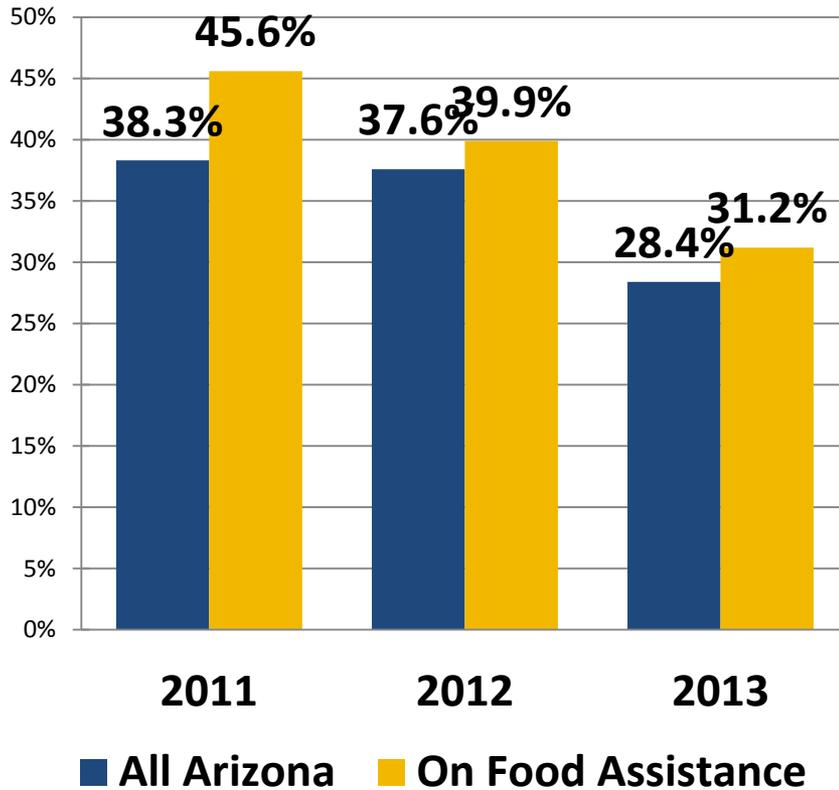
Source: Behavioral Risk Factor Surveillance System, Arizona (2012), Arizona Department of Health Services.

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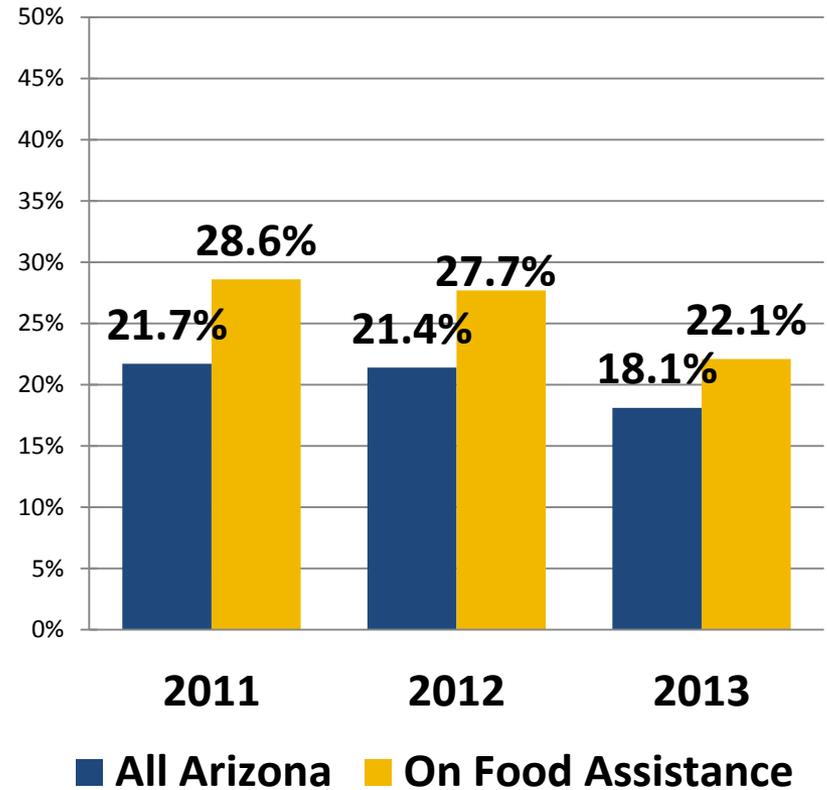
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Fruits Less than Once Daily



Vegetables Less than Once Daily



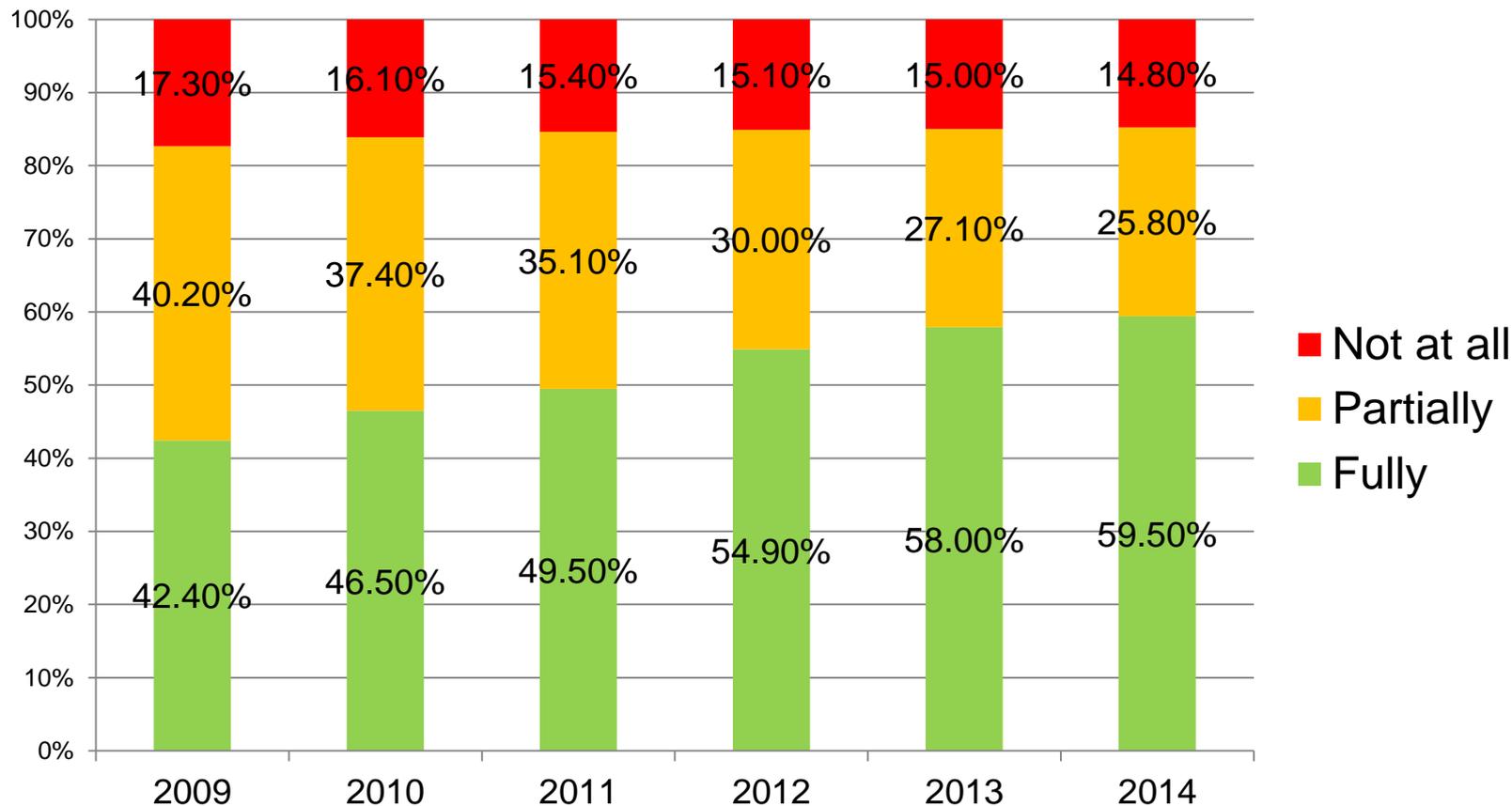
Source: Behavioral Risk Factor Surveillance System, Arizona (2012), Arizona Department of Health Services.

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CVV Redemption by Calendar Year



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Table 2.1 Value of CVV Redemptions as a Proportion of their Value

Calendar Year	Value Issued	Value Redeemed	% of Value Redeemed
2010	\$11,483,065	\$9,120,962	79.4%
2011	\$11,282,094	\$9,059,126	80.3%
2012	\$10,789,517	\$8,749,169	81.1%
2013	\$10,010,942	\$8,165,230	81.6%
2014	\$10,790,972	\$8,890,269	82.4%

Table 2.3 FMNP Coupons Issued, Cashed, and Redeemed

FFY	Clients Receiving Coupons	Number of Coupons Issued	Value of Coupons	Value Redeemed	# of Farmers' Markets with Redemptions
2010	11,373	113,730	\$341,190	\$164,067	114
2011	10,834	108,340	\$325,020	\$153,201	119
2012	10,051	100,510	\$301,530	\$144,741	101
2013	14,013	140,130	\$420,390	\$180,585	91
2014	14,631	146,310	\$438,930	\$178,725	77

Table 2.4 CVVs Redeemed at Farmer's Markets

Calendar Year	Number Redeemed	Dollars Redeemed
2010	846	\$4,670
2011	812	\$4,445
2012	664	\$3,565
2013	571	\$3,071
2014	313	\$1,834

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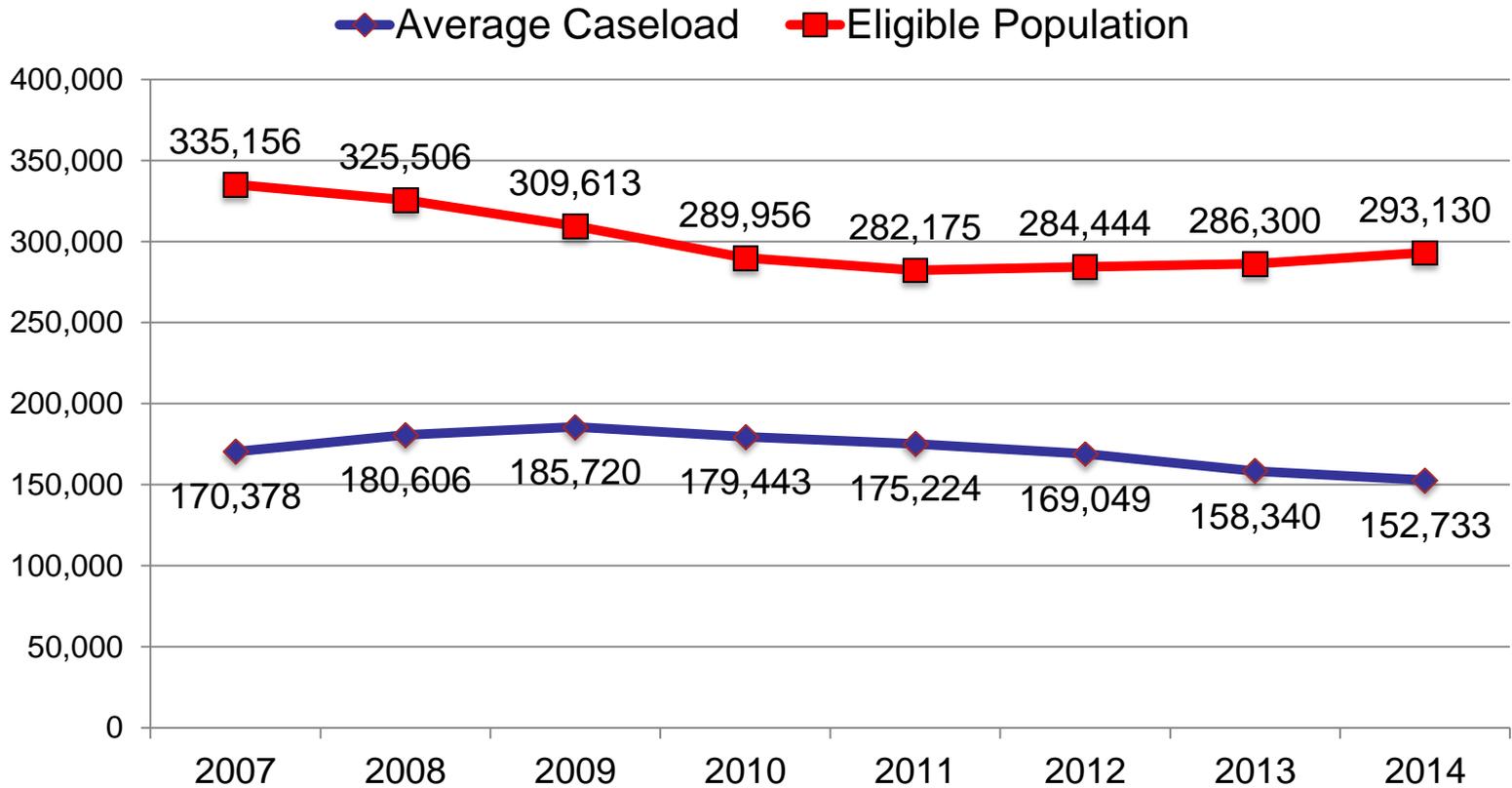
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**Table 2.5 Participant-Centered Education Measures
Percent of Clients Reporting Highest Levels of Performance**

	2011	2012	2013	2015
Waited less than 15 minutes	76.6%	72.6%	67.6%	59.9%
Very satisfied with amount of time to wait	69.2%	68.9%	62.3%	61.6%
Counselor listened very much to concerns	92.8%	90.0%	91.3%	89.3%
Counselor very interested in how family does things	75.5%	76.7%	80.0%	78.0%
Staff cared very much	86.9%	86.6%	88.3%	85.6%
Got to talk very much about what wanted	83.8%	84.7%	87.0%	84.1%
Staff made feel very welcome	79.4%	80.0%	81.8%	77.9%
Like the foods can buy with WIC very much	82.0%	78.3%	79.7%	80.4%
Very much able to make better choices after talking to counselor	80.7%	79.4%	81.3%	79.3%
Know how to find all the WIC foods where shop	76.7%	75.3%	76.7%	73.2%

Penetration of Services into Eligible Population



**Penetration
Rate**

51%

55%

60%

62%

62%

59%

55%

52%

**Table 5.2. Retention of Infants and Children
Calendar Years 2011-2014
By Age Group of Earliest Participation Each Year
Percent of Actual Months out of Possible Months**

Age Group	2011	2012	2013	2014
Infants	74.6	73.0	72.3	70.9
Age One	69.5	67.6	66.8	66.9
Age Two	71.7	69.5	68.8	68.7
Age Three	72.7	70.5	69.4	69.4
Age Four	71.2	69.1	69.1	67.9
Total	72.5	70.7	70.0	69.2

Physical Activity

Strategy by Program/Funding Source					
	WIC	Arizona Nutrition Network	CDC 1305 Grant	CDC 1407 Grant	Empower
Workforce development (training WIC, ECE)	•	•			
Early Childhood Education policy		•	•		•
School policy		•	•		
Worksite policy		•	•		
Direct education	•	•			
Built environment , Places for physical activity in the community		•	•	•	

Physical Activity Recommendations Weekly for Adults

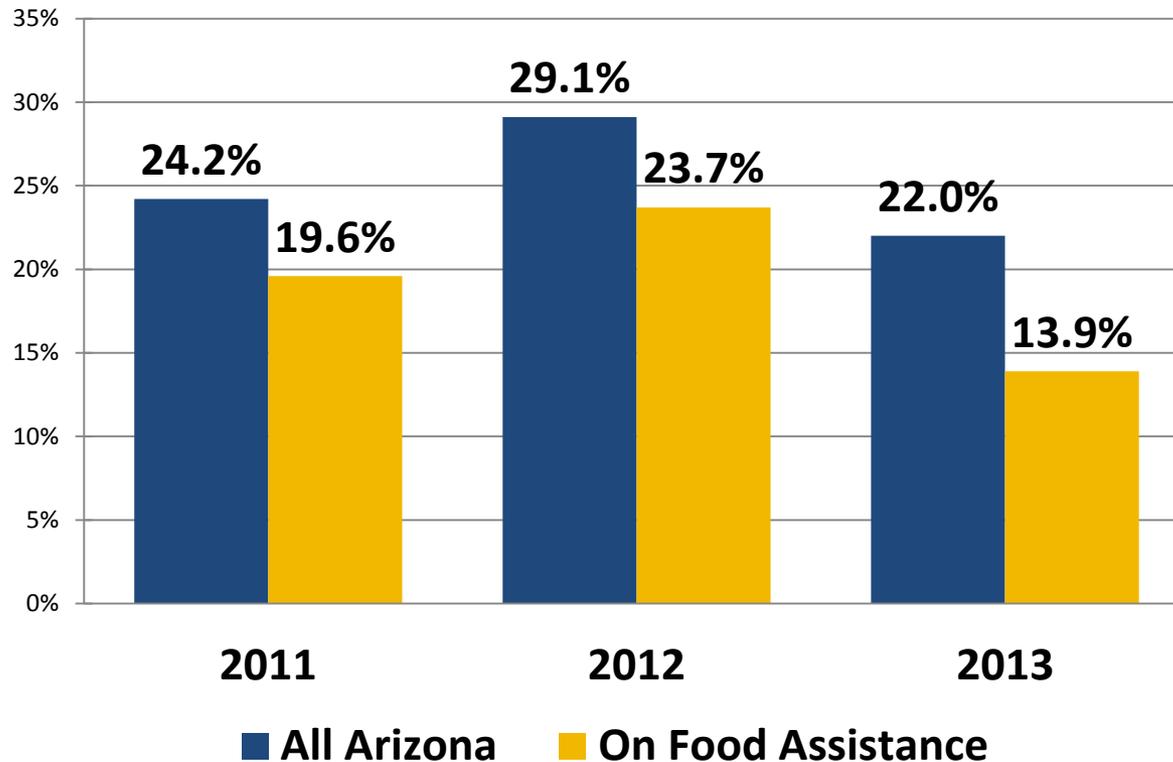
- The CDC uses new measures in the BRFSS to track the percent of adults who meet aerobic and strength recommendations.
- Weekly Aerobic
 - 150 minutes of moderate activity or
 - 75 minutes of vigorous activity
- Weekly muscle strengthening activities
 - at least twice

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Arizona Adults Meeting *both* Aerobic *and* Strength Recommendations



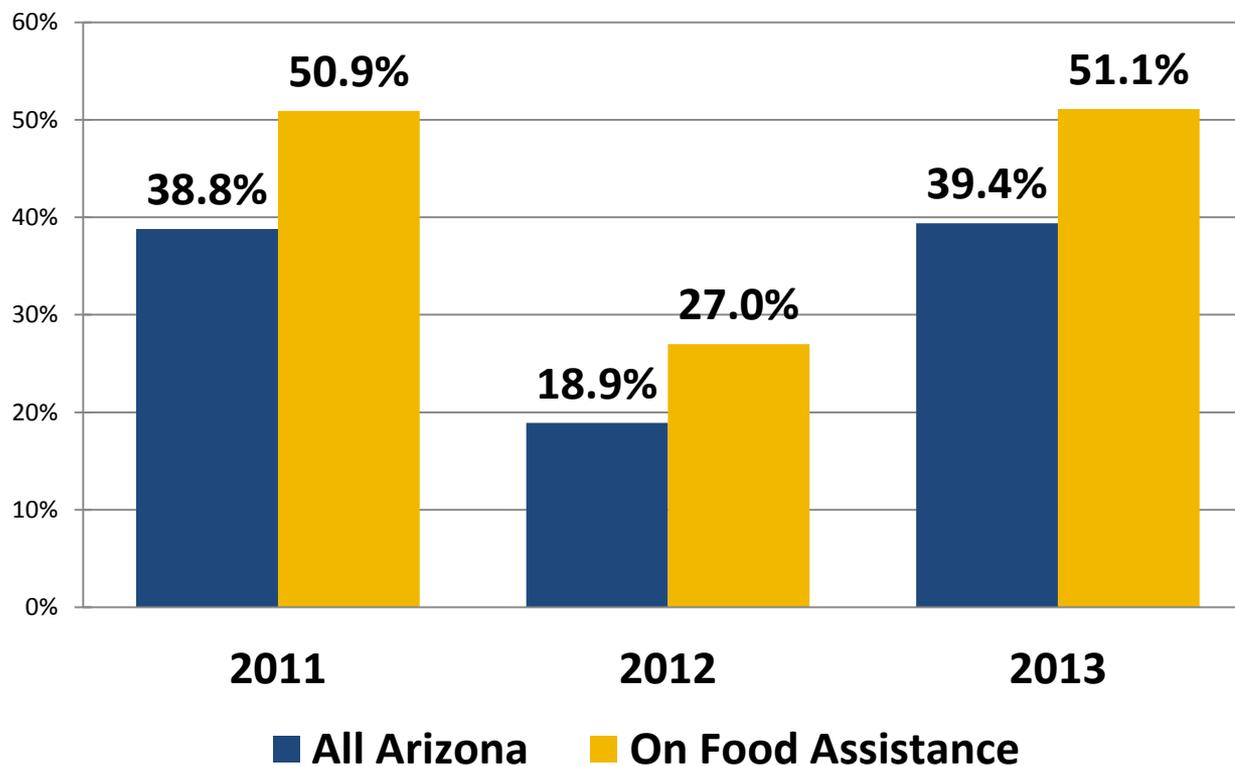
Source: Behavioral Risk Factor Surveillance System, Arizona (2012), Arizona Department of Health Services.

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Arizona Adults Meeting *Neither* Strength nor Physical Activity Recommendations



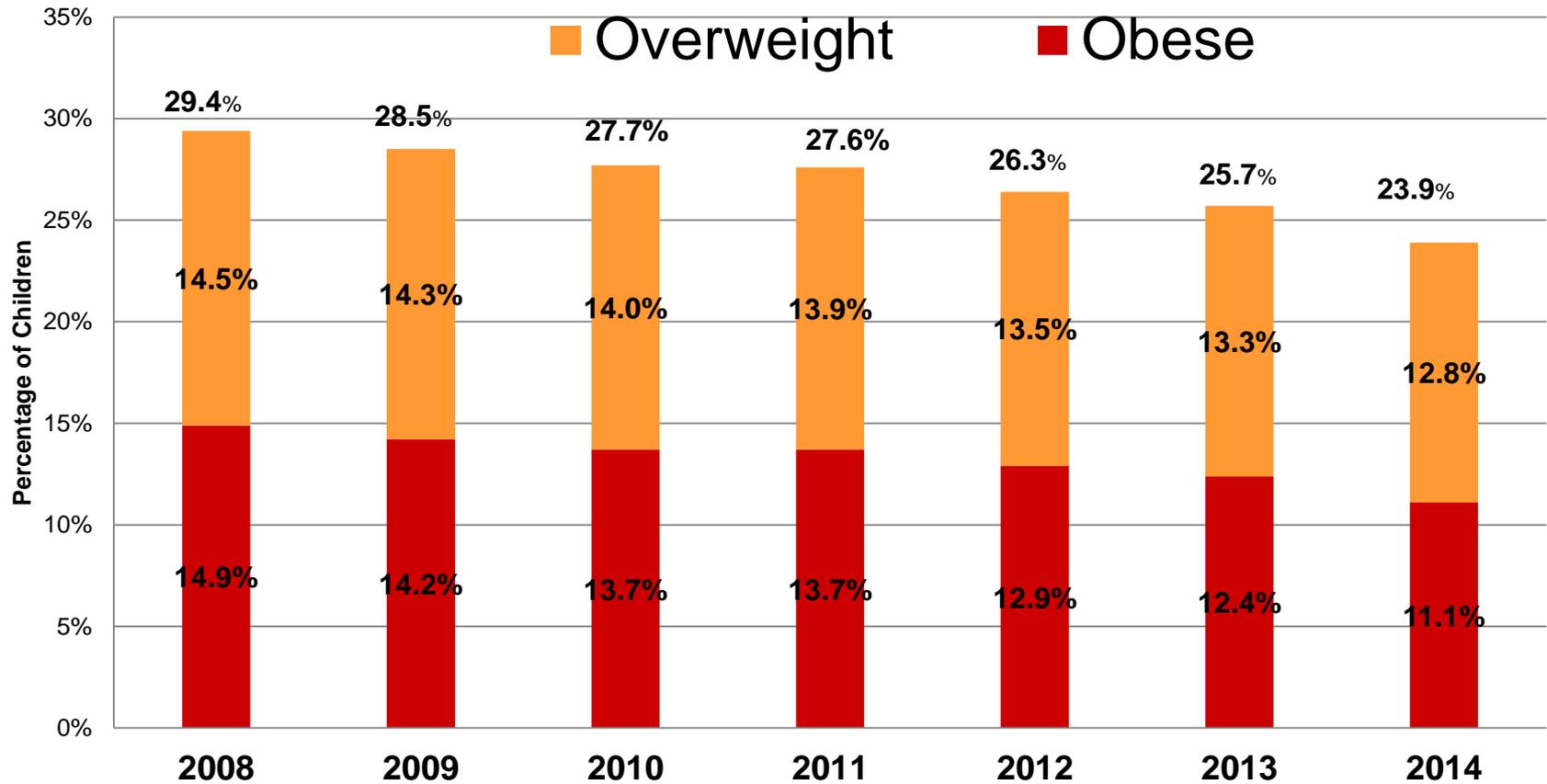
Source: Behavioral Risk Factor Surveillance System, Arizona (2012), Arizona Department of Health Services.

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Children Age 2-5 in WIC



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Thank you!

For more information on WIC State Plan Goals and Objectives, go to:

<http://azdhs.gov/prevention/azwic/agencies/index.php#reports>

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