

FOOD FOR FAMILIES IN TENNESSEE

July 27, 2023





TJC NUTRITION TEAM



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Agenda

Overview of TJC Anti-Hunger Advocacy

Poverty & Hunger TN Data

About WIC – Knox County WIC

Community Partners & WIC

Statewide WIC CIAO project

Collaborate & Engage





TJC Anti-Hunger Advocacy

End hunger in Tennessee by protecting and strengthening the federal nutrition programs: SNAP, WIC, Child Nutrition Programs

- Improve access and remove barriers to programs
- Advocate for solutions to systemic issues
- Educate and inform
- Provide policy expertise
- Direct client work



Federal Nutrition Programs

SNAP Supplemental Nutrition Assistance Program

WIC Special
Supplemental Nutrition
Program for Women
Infant and Children

NSLP National School Lunch Program

SBP School Breakfast Program

SFSP Summer Food Service Program

CACFP Child and Adult Care Food Program

The Special Supplemental
Nutrition Assistance Program
for Women, Infants, and
Children:



Reduces Food Insecurity



Improves Dietary Intake and Health



Protects Against Obesity



Boosts Learning and Development



Supports Economic Security



Lifts Families out of Poverty



Acts as Stimulus for Local Economies

SNAP STRENGTHS

SNAP REDUCES HUNGER

and food insecurity by providing low-income people necessary food money.

SNAP IMPROVES DIETARY INTAKE

and health, especially among children and with lasting effects.

SNAP BOLSTERS LOCAL ECONOMIES

by increasing money spent for food at local retailers.

SNAP LIFTS MILLIONS OF PEOPLE out of poverty.





Poverty & Hunger - Tennessee

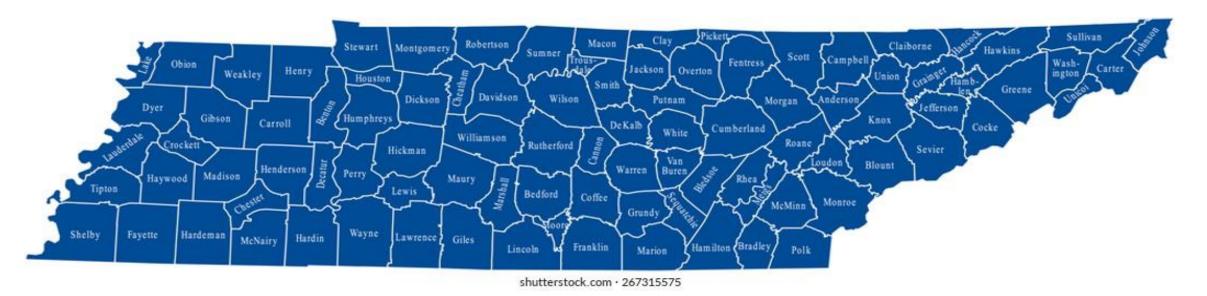


POVERTY

- 13.9% live below poverty line
- **18.8%** children
- **16.9%** women
- \$39,000 income family of 4 (130%)

Hunger

- **809,170** food insecure (FA)
- 233,620 children



Poverty Creates Barriers



What does poverty do to families:

- Food insecurity struggle to buy food or healthy food
- Limited health care
- Childcare costs
- Housing insecurity
- Transportation
- Unable to pay bill
- Stress

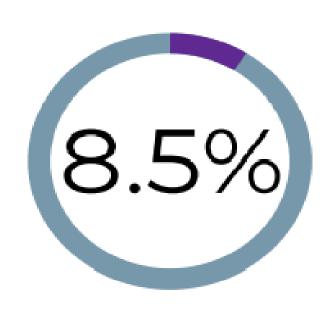
Highest rates of poverty:

- Women
- Children
- Young families
- Black, Hispanic,
 Indigenous People
- Individuals w/ disability

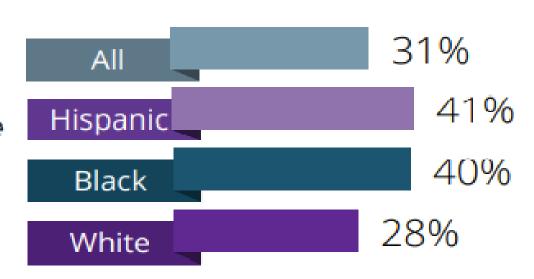


TENNESSEE CHILD HUNGER 31% INCREASE





of people in Tennessee have low access to a grocery store, compared to 5.9% in the U.S. (2015) Food insecurity has increased to 31% for individuals with children in Tennessee during COVID-19. The burden is higher for Hispanic and Black individuals with children.





Hunger Impact TN Women

• 11.2% TN Women are food insecure

USDA data 2019-2021

 TN ranks 43 in health of women and ranks 35 in health of children

American Health Rankings 2022

 35.8% of 95 counties in TN are considered maternity care deserts

March of Dimes





WIC

The Special Supplemental Nutrition Program for Women, Infants & Children

THE WIC PROGRAM:



Reduces food insecurity



Improves birth outcomes



Alleviates poverty



Improves health outcomes



Supports economic stability



Supports learning and development



Improves dietary intake



Reduces health care and other costs



Supports healthy growth



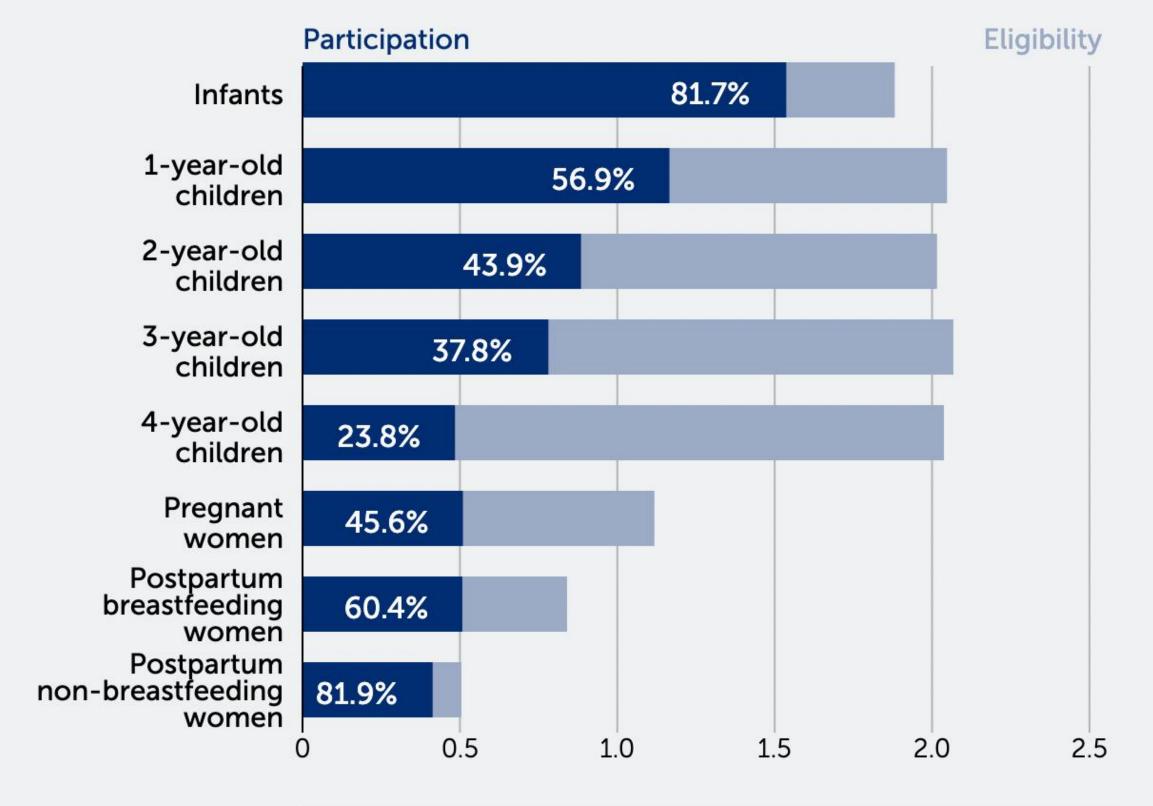
Improves retail food environments

National WIC Eligibility, 2020





PARTICIPATION VS. ELIGIBILITY





In an average month of 2020, an estimated 12.5 million people were eligible to receive WIC benefits. Of that group, 6.3 million people participated in the program

WIC DATA **TENNESSEE**







OF INFANTS BORN IN PARTICIPATE IN WIC

WH0 **PARTICIPATES** IN WIC IN TENNESSEE?

114,799 **WIC PARTICIPANTS**

Pregnant women	10,816
Breastfeeding women	8,473
Postpartum women	9,280
Infants	31,046
Children	55.184



37%

OF ELIGIBLE INDIVIDUALS IN TENNESSEE **PARTICIPATE IN WIC**

BREASTFEEDING IN WIC

Tennessee WIC breastfeeding initiation rates increased by 190 percent between 1998 and 2020.



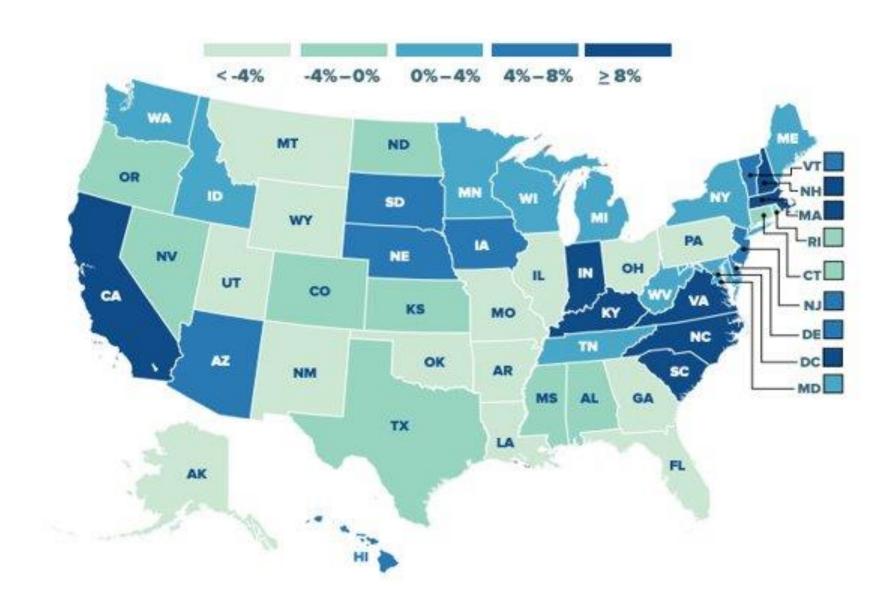
Among WIC infants who initiated breastfeeding in Tennessee in 2020, 18 percent continued breastfeeding at 6 months.

WIC Data Tennessee



2.5% increase in TN WIC participation during the first full year of COVID FRAC study

FIGURE 2. Percentage Change in WIC Participation, February 2021 Compared to February 2020, by State





WIC Program Barriers

Misinformation

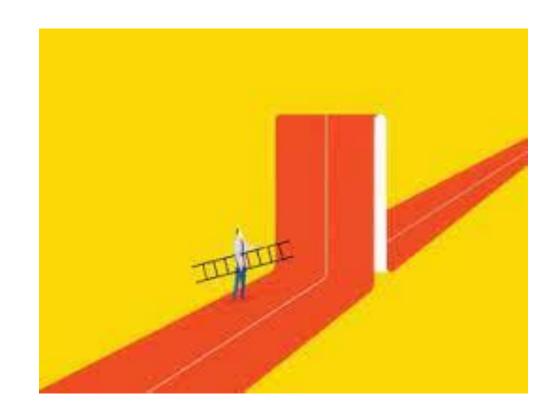
- Lack of knowledge about program
- Misunderstanding of eligibility

Structural Barriers

- Transportation
- Time away from work to enroll or stay enrolled
- Language/ cultural barriers
- Negative clinic experiences
- Difficulty redeeming benefits

Other Factors

Stigma associated with government assistance



About WIC



Lori Emond (she/her)

Knox County WIC Director





HEALTH DEPARTMENT

Special Supplemental Nutrition Program for Women, Infants and Children (WIC)

July 27, 2023

Lori Emond, Knox County WIC Director

Goals for this presentation

- 1. Overview of what WIC is
- 2. Describe what our office needs to initiate WIC services for an eligible woman, infant, or child(ren)
- 3. Offer referral options for connecting eligible families
- 4. Provide methods of contacting our WIC office
- 5. Offer last resort contact information in the event of problems or concerns
- 6. Answer questions



WIC overview and brief history

- In 1972 WIC began as a pilot program under the Richard Nixon (R) administration, sponsored by Senator Hubert Humphrey (D) of Minnesota
- In 1974 the first WIC site opened in Pineville, Kentucky
- One of the lineup of major USDA programs that includes CSFP, SNAP, National School Lunch Program, FMNP & SFMNP, Farm to School, and Food Distribution Program on Indian Reservations
- Foods included on WIC specifically target nutrients and/or foods that may be lacking in diets of the target population, and have relatively low levels of fat, sugar, and salt
- Over the years there have been many changes, but the mission has remained:
 "To safeguard the health of low-income women, infants, and children up to age 5 who are at nutrition risk by providing nutritious foods to supplement diets, information on healthy eating, and referrals to health care."

Tennessee WIC serves

- Women who are pregnant, New moms (up to 6 months after delivery), and Breastfeeding moms (up to 1 year after delivery)
- Infants and Children (up to age 5)
- Who meet income (185% FPL) and residency guidelines
 - As of July 1, approximately \$55,000 for a family of 4
 - Adjunctive (automatic) eligibility extended to clients receiving Medicaid (TennCare) or SNAP
 - Can reside anywhere in Tennessee, although it is customary to participate in the county of residence
 - Citizenship is not a requirement
- Statewide: 133,284 participants with benefits as of June 2023
- Knox County: 10,430 participants with benefits as of June 2023
 - Pre-pandemic: 6,517 in March 2020
 - Our operating budget has remained flat over this timeframe



Fundamentally, WIC provides

- Nutrition Education
 - Includes breastfeeding support
- Healthy Foods
 - USDA determines the items
 - USDA sets maximum amounts
 - Foods are purchased at authorized WIC vendor locations throughout the state
- Healthcare Referrals



New ways of doing WIC visits include many (long-term but temporary) waivers & choices

Basic sequence of WIC visits has not changed

- Certification
 - Part 1: Eligibility Determination; proof of income, residency, and ID for both child and caregiver
 - If determined to be eligible, can proceed to Part 2
 - Part 2: Nutrition risk assessment, nutrition education, and goal setting
 - Includes measures (height, weight, hemoglobin); many options for obtaining, or may be waived
 - Includes benefits issuance for up to 3 months
- Quarterly intervals
 - "Quick WIC": group in-person education
 - "Fast Pass": online self-paced education
 - Or follow-up visit with Nutrition Educator
- 6-month Mid-Cert
 - One-on-one follow-up with Nutrition Educator
- Child recertification about one year later, annually

- Each region permitted to determine how best to implement services
 - Knox will continue remote visit option for all types of WIC visits
 - Phone visits are very popular
 - And our office is also open every day for any in-person business
 - New card pick-up
 - Paperwork drop-off
 - Bypass calling if/when desired
 - Farmers Market voucher pick-up (when in season)
 - 'Facetime' with WIC staff as needed
 - Or just preference



Food benefits WIC provides

Children and Women

- Milk, cheese, yogurt, cereal, whole grains, eggs, beans/peanut butter, juice
 - Reduced lactose milk, soy beverage, tofu
- Some categories of women will receive canned fish
 - EBF; Pregnant w/multiples; Pregnant & still nursing an infant
- Breastfeeding women can receive more foods each month, and can continue receiving foods longer (up to 1 year pp)
 - What mom receives depends on how much formula, if any, her infant uses

<u>Infants</u>

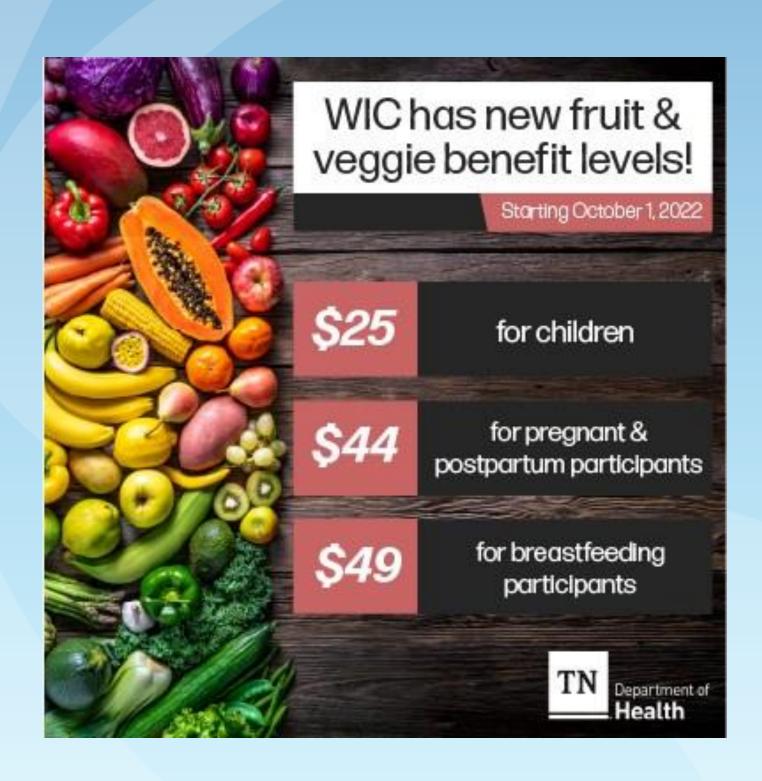
- WIC promotes and encourages breastfeeding to all participants except when contraindicated
- Current contract provides Similac formula
 - Advance, Isomil, Sensitive, Total Comfort
 - Monthly quantities provided are set by USDA
- Special formulas requested by a physician must meet program guidelines for WIC to provide
 - May be provided by insurance if denied by WIC
- Infant cereal and baby foods will be added to next issuance cycle after the baby has turned 6 months old

HEALTHY FOOD. HEALTHY KID. HAPPY MOM.





Cash Value Benefit (CVB) levels for women and children



- Increases started during the pandemic
- Current levels are still considered temporary
- These amounts are per participant, for each month
 - Not shown: BF w/multiples \$73.50
- Can be used to purchase fresh, frozen, or dried vegetables & fruits
 - Canned are allowed but not yet available in Tennessee
 - Plans underway to add canned



eWIC card basics

- In Tennessee, eWIC cards replaced paper vouchers in 2018
- Each caregiver group receives one eWIC card, similar to a debit card
- Caregivers are instructed on how to set the PIN
 - Shoppers must have the card & know the PIN to be able to shop for WIC benefits
 - A caregiver can share the card & PIN with anyone they wish
- Cards can easily be reissued when they are lost or become damaged
- In Tennessee, the benefits are not 'on the card', so changes can be made remotely, and benefits can be reloaded without physically bringing us the card



How much food does a family receive?

Here is an example family: a PP non-BF woman, 1 infant, & 2 children (one < age 2, one > age 2)

- This family has been issued 3 months of benefits
 - Notice the cycle dates are not month-tomonth but 'rolling'
- Foods are combined (aggregated) if the food is the same for each participant
 - Beans/peanut butter, cereal, cheese, eggs, whole grains, CVB \$\$\$
- And foods that are not the same are listed separately
 - Type of milk (whole milk for child < age 2)
 - Size/amount of juice container allowed is different for a woman than for a child

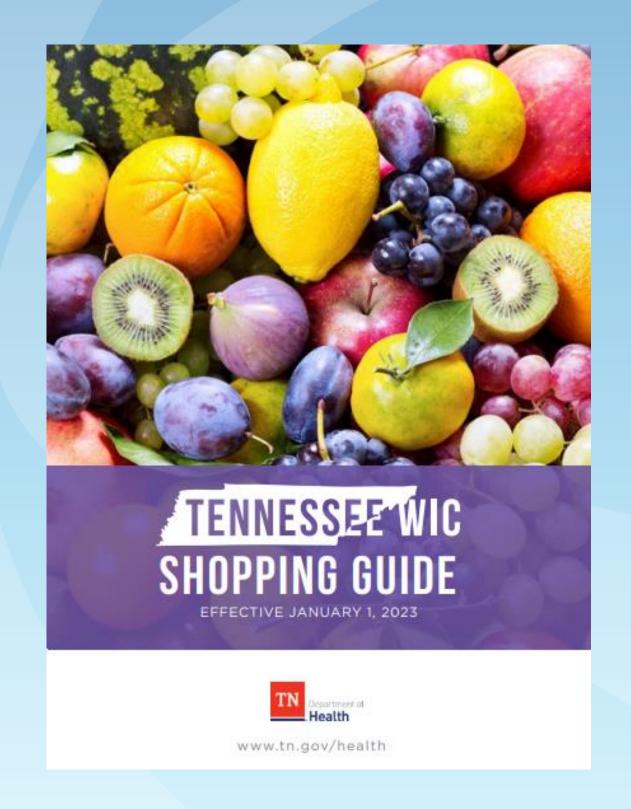
4	Balance for 7/24/2023 to 8/23/2023		
	6.00	GAL	1% FF Skim Acidophilus*
	3.00	CON	Beans or PeanutButter*
	108.00	OZ	Cereal*
	48.00	OZ	Cheese*
	3.00	DOZ	Eggs*
	94.00	\$\$\$	Fruit Vegetable CVB
	96.00	OZ	Juice 48 or 96 oz
	256.00	OZ	Juice 64 or 128 oz
	9.00	CAN	Similac Advance Powder
	64.00	OZ	Whole Grains*
	3.00	GAL	Whole Milk*
	96.00	OZ	Yogurt Lowfat or Fat Free
4	Balance for 8/24/2023 to 9/23/2023		
	6.00	GAL	1% FF Skim Acidophilus*
	3.00	CON	Beans or PeanutButter*
	108.00	OZ	Cereal*
	48.00	OZ	Cheese*
	3.00	DOZ	Eggs*
	94.00	\$\$\$	Fruit Vegetable CVB
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4	Balance for	r 9/24/2023	to 10/23/2023
	9.00	GAL	1% FF Skim Acidophilus*
	3.00	CON	Beans or PeanutButter*
	108.00	OZ	Cereal*
	48.00	OZ	Cheese*
	3.00	DOZ	Eggs*
	94.00	\$\$\$	Fruit Vegetable CVB
	96.00	OZ	Juice 48 or 96 oz
	256.00		Juice 64 or 128 oz
	9.00		Similac Advance Powder
	64.00	OZ	Whole Grains*
	06.00	A7	Veguet Lowfot or Fet Free

96.00 OZ

Yogurt Lowfat or Fat Free



How do shoppers know what foods to purchase?



- The Tennessee WIC Shopping Guide describes basics and lists choices for each food category
- The guide is available in English, Spanish, and Arabic
- Also available digitally
 - Online Women Infants and Children (tn.gov)
 - Built into the WICShopper app
- The complete Approved Product List (APL) contains 35,000+ UPC codes; this is how correct product purchasing is assured



WICShopper app – best thing since sliced bread!



Simplify your WIC shopping!



- 1. Install "WICShopper" from your app store.
- 2. Select Tennessee as your WIC Agency.
- 3.Register using the 16-digit number from your TNWIC card.
- 4. Scan products using the app to verify WIC-eligibility as your shop!
- 5. View your remaining balance*, food list, recipes, and more.

Scan here with your phone to download WICShopper



The institution is an equal opportunity provider

WWW.EBTShopper.com

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- Presently, has settings to view information in 22 languages
- The WICShopper app tracks benefits
 - Redemption history
 - Scan foods to identify eligible items
 - Confirm benefits that remain for current cycle
 - Show future benefits cycles available
- Keeps track of next WIC appointments
- Finds WIC stores anywhere in Tennessee
- Can access the complete Tennessee WIC food list
 - Food list can be displayed in English, Spanish, or Arabic
- Can be used by more than one caregiver at the same time

HEALTHY FOOD. HEALTHY KID. HAPPY MOM.





What do eligible clients need to know?

- If you believe you qualify for WIC and are interested in receiving services, contact WIC ASAP to request an appointment for eligibility determination & enrollment
 - Regulations permit up to 10 days to schedule an initial enrollment appointment
 - Prenatals are certified during pregnancy and again after delivery, at which time the new infant(s) is added
- Proof of income, residency, & identity is required
 - Prenatal applicants must also provide proof of pregnancy, unless visibly pregnant
 - If enrolled on TennCare, we can confirm this from our office, and TennCare satisfies all proofs requirements
 - Proofs can be presented in person or submitted digitally by email or by SMS text





Options for contacting Knox County WIC

- Landline phone
 For appointment scheduling
 865-215-5016
- Fax 865-215-5064
- Email

To request a call from our office to schedule an appointment, and/or send documents to us

KCHD.WIC@knoxcounty.org

Be sure to include your name & phone number, and any additional useful information such as language needs

- Text (clerical intake)
 To send documents if texting is easier 865-393-0159
- In person
 Anytime during KCHD business hours
 For any WIC business if this is your preference



Options for contacting WIC offices across Tennessee



- Go online at <u>WIC Clinics (tn.gov)</u>
 - Phone numbers for all WIC offices throughout Tennessee are listed
 - Each office will have their own approach to conducting WIC business
- If needed, contact the state WIC office for further assistance
 - 1-800-DIAL-WIC
 (1-800-342-5942)



Questions or Concerns please contact us:

Lori Emond Knox County WIC Division Director 865.215.5048

Lorna.Emond@knoxcounty.org

Sarah Griswold, MS, MPH, RD, LDN WIC Nutrition Program Manager 865.215.5052

Sarah.Griswold@knoxcounty.org

YOU GOT THIS. AND WE'RE HERE WHEN YOU DON'T.





HEALTHY FOOD. HEALTHY KID. HAPPY MOM.



What questions do you have for me?







Partner Update



Program Director, Tu Salud, Latino Memphis



YEAR

REVIEW



www.latinomemphis.org



Our impact model has 3 aspects:

We are empowering families and individuals

Through direct social and legal services. From making over 7,000 contacts for information and referrals, reuniting 351 migrant children, working with 300 current clients with affordable immigration legal services, human trafficking victims, and a new workforce development pilot, Latino Memphis is bridging service gaps. We pilot, innovate, and bridge gaps because everyone deserves an opportunity.

We were impacting systemic change

Through advocacy and engagement. According to the 2020 Census, the Latinx population was the solo group that showed growth by a significant 43% margin. Yet, we are still underrepresented in just about every table. Being a voice, a thought partner, and a critical friend essential to our mission: from voting registration and activation to educating policymakers and decision-makers about issues impacting the Latinx community.

We are scaling impact

Through strategic and meaningful collaboration. We know well that nobody can do this work alone. This is why we leverage our understanding and connections of the Latinx community with the expertise and focus of our government, companies and nonprofit partners. This work is about contribution rather than attribution, and it was particularly evident during our efforts to increase testing, vaccination, and resources during the pandemic.

8 programmatic areas:



EL CENTRO

Information & Resources



DERECHOS

Immigrant Rights
Defense Center



JUSTICIA

Civil legal services



TU VOZ

Advocacy engagement and partnerships.



SENDEROS

Workforce Development



PUENTES

Unaccompanied minors and support for victims of trafficking



CONECTATE

Bridging the digital divide



TU SALUD

Community Health

EL CENTRO

Information & Resources

El Centro is the oldest and largest program at Latino Memphis. El Centro's work is two-fold: mission focused direct client services and collaborative community wide efforts towards that end.

This center provides information and referral services connecting clients with in-house services as well as external agencies. This allows us to serve their critical needs in the areas of health, justice, education and clerical assistance among many others.

Latino Memphis seeks to ensure that Latinos are on a path to improved health and self-sufficiency. However, the majority of our clients are in extremely vulnerable situations and many who visit El Centro lack sufficient documentation and English language proficiency to access available services, and do not have the knowledge to reach out to alternative resources. The majority of our clients are women between the ages of 30-50, with 2-3 children, an equivalent of a middle school education and little to no English skills. Additionally, the rapid growth of this community has meant that regional nonprofits, healthcare providers and other social service agencies have struggled to keep up with the unique needs of this population. Latino Memphis works to bridge this gap and make meaningful services available to our community.

DERECHOS

Immigrant Rights Defense Center

The Immigrant Rights Defense Center also known as Derechos represents clients in immigration court when they are in removal proceedings, file affirmative applications with the U.S. Citizenship and Immigration Services, and also represent clients in consular processing.



Types of Cases We Represent:

- Representation in Removal Proceedings and before U.S. Citizenship and Immigration Service
- Adjustment of Status
- Asylum and Withholding of Removal
- DACA Renewal
- Petitions for Alien Relative
- U-Visa petitions for those who have been victims of crime
- T-Visa petitions for those who have been victims of human trafficking
- Violence Against Women Act (VAWA) Self-Petitions



SENDEROS

Latino Memphis Workforce Development Program (since 2021)

Senderos (Pathways) is a new initiative through Latino Memphis that encompasses three complimentary focus areas:



Digital Literacy



Job Readiness



Financial Literacy

Currently, Senderos consists of two programs funded by nationally competitive grants awarded through UnidosUS, the largest Latino serving Civil Rights organization in the US: Digital Skills for Life and Latinx @ Work. These programs are designed to build capacity among and empower our Latinx population in better preparing them for success in the workplace, society, and home. Look forward to these as well as new and upcoming programs designed in conjunction with our national and local partners that will likewise ignite, propel, and accelerate upward mobility for the Latinx community.

Senderos Workforce Development

Two UnidosUS grant-funded courses:

Digital Skills for Life sponsored by Google Latinx @ Work sponsored by Verizon and TVA





Complementary UnidosUS grant-funded Program

Financial Empowerment Network (FEN)
sponsored by JP Morgan & Chase,
program lead Miguel Angel Lara

Senderos

Workforce Development

- Enrolled over 100 participants for Latinx @ Work and DS4L (locally and nationally)
- 71 graduates
- Awarded 71 notebooks and Chromebook computers at the graduation ceremony
- Hosted graduation receptions for graduates at Latino Memphis
- Partnered with many of you in our recruitment and referral/placement efforts









Puentes

Unaccompanied minors and support for victims of trafficking

Latino Memphis is part of the National Family Reunification Support Network (NFRSN) program by <u>Heartland Alliance</u> in Chicago, Illinois designed to give services to unaccompanied minors and their families.

This program assesses the appropriateness of placements and provides short term case management and support when the unaccompanied minor is released from the Office of Refugee Resettlement custody to an approved government sponsor. The family is connected to services in education, mental health screening and therapy, medical care, and some legal services, enabling participants to transition to life in the U.S. as easily as possible.



we were able to provide services to 343 clients

TU VOZ + TU SALUD

Advocacy engagement and partnerships.

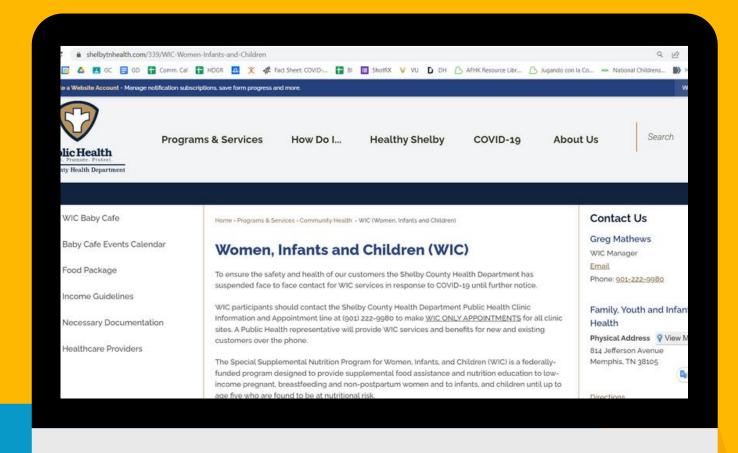
Over the course of the past 21 months, the Tu Voz team (Your voice) has pivoted to address the needs of the community during the difficulties and hardships created by COVID-19. Together and through coordinating strategic partnerships, the Tu Voz team have been able to contribute to community food drives, vaccination events, monthly testing events, and answered the call on other issues exacerbated by the COVID-19 pandemic. Whether through our advocacy, coordination, organization, staffing, promotion, or a combination of all of the above, we worked to collectively move Memphis forward.



WIC

El Centro & Promotor@s

- Our Welcome Center specialists and Promotor@s assist with WIC
- What do we do?
 - Assist client with submitting documents
 - Advocate on client's behalf if unable to get through to the SCHD
 - Card activation assistance



SOCIAL MEDIA

We closed the year with:

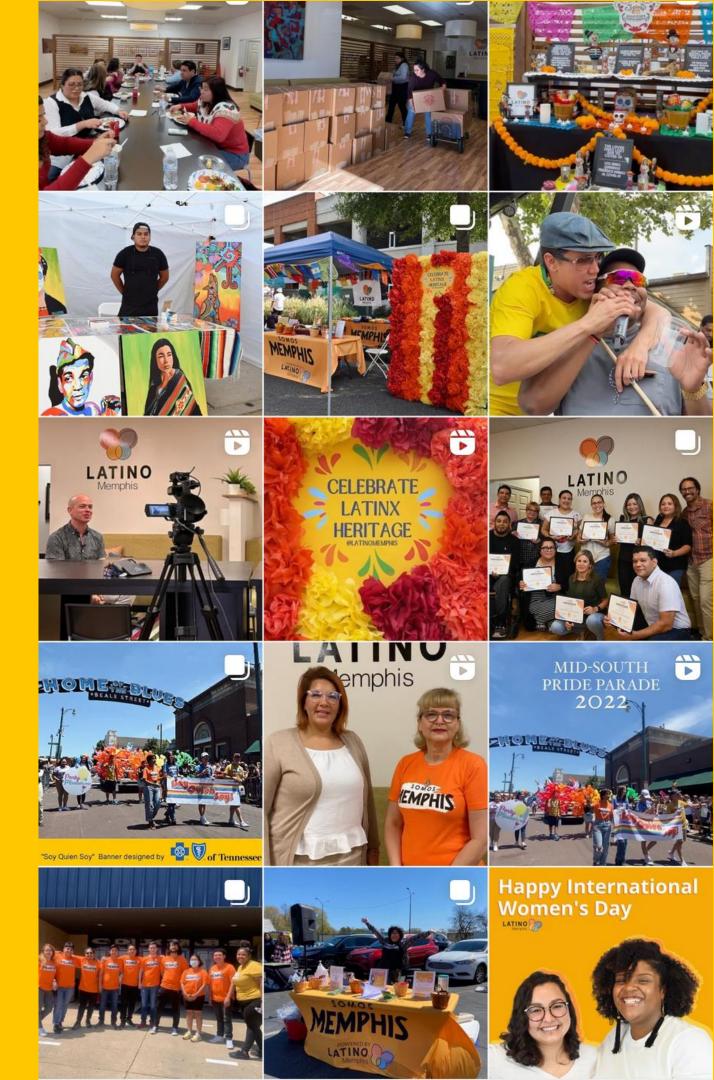
15,886 Facebook followers | 791 new followers

3,502 Instagram followers | 413 new followers

From Jan 1, 2022 to Dec 31, 2022

45,224 Facebook reach

24,946 Instagram reach



Meet our staff





























Shannon

















Veromica

Manuela

Mahite

Carmen

Lidia

Damaris

Orianna



A PORTION OF THIS WORK WAS POSSIBLE

Thanks to the generosity of supporters like you!

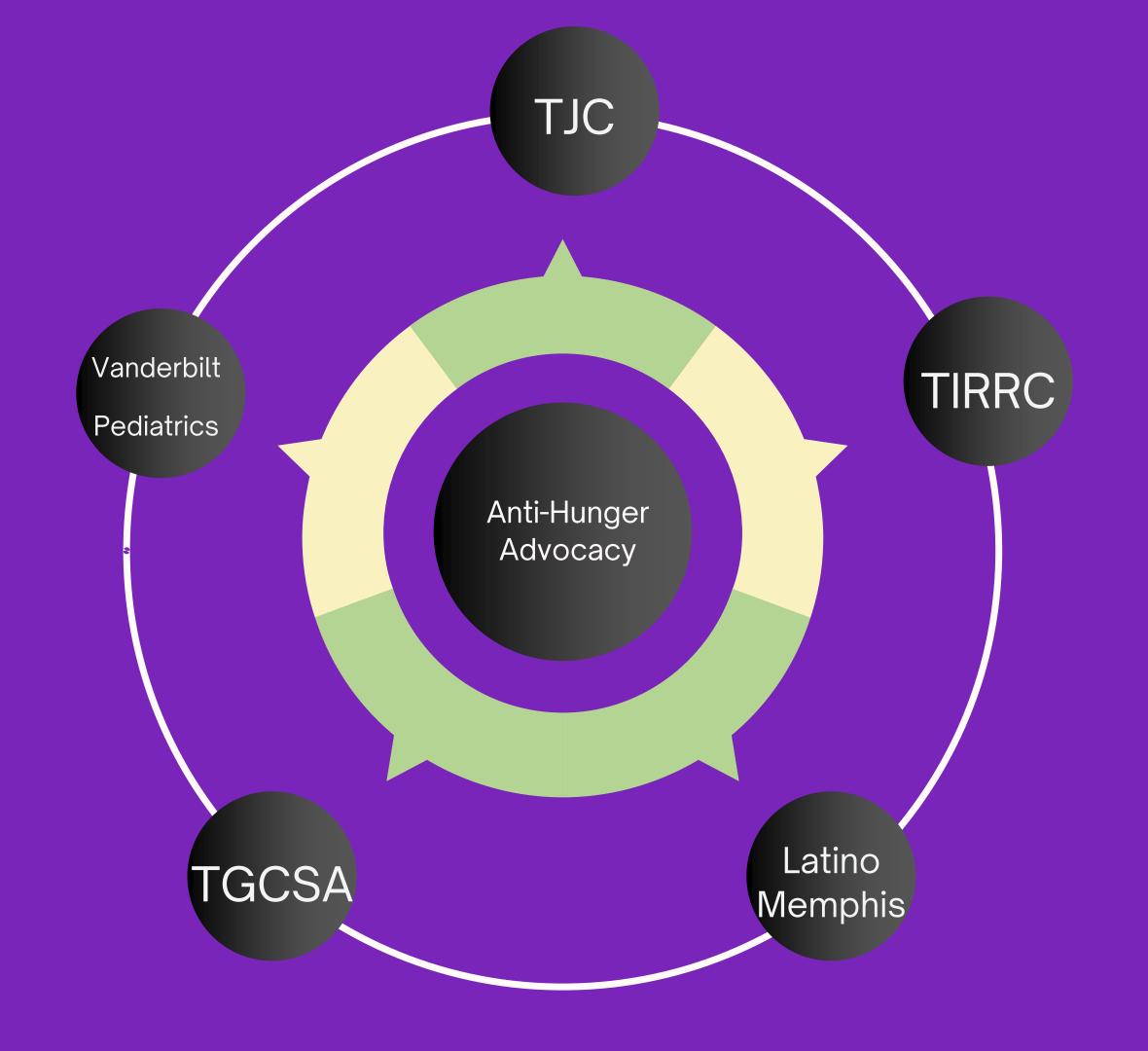
iGRACIAS!



www.latinomemphis.org



WIC Community Innovation And Outreach



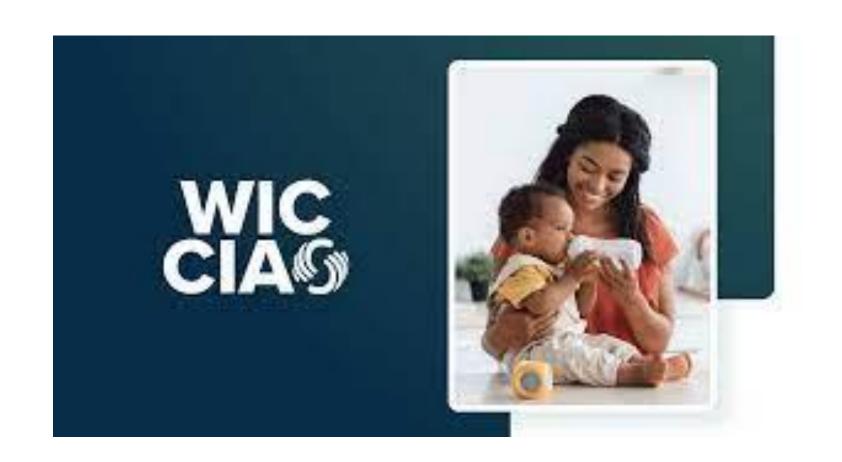




Increase WIC awareness and participation/36 projects across USA

TENNESSEE/Our WIC Focus

- Increase WIC awareness in TN
- Improve access for Black, Latino, Immigrant, LEP communities, ages 1-5
- Strengthen Pediatric/WIC connections & referrals
- Improve benefit redemption-WIC grocery store experience
- Surveys and Focus Groups learn from TN families



WIC CIAO Partners







Vanderbilt Pediatric Associates

Trusted Care with Hometown Heart







WIC CIAO Goals

01

Increase Awareness and Reduce Disparities

- Consistent outreach to underserved communities (Black, Hispanic, Latinx, Arabic, immigrant/refugee)
- Discuss with clients, partners, and shoppers their personal experiences with WIC
- Identify barriers to applying for or using benefits

02

Increase Participation by Improving Access

- Increase awareness among healthcare providers of their role in the referral process
- Work with providers to determine the best practical and realistic ways to conduct nutrition screenings
- Provide resources to help establish a a consistent referral system

03

Improve Redemption of WIC Benefits

- Connecting grocers with information about connecting families to WIC
- Collaborate with TGCSA on establishing best practices to encourage shoppers to use benefits





Click Here to Register for WIC Champions Work Group

You can improve access to WIC in Tennessee!

We will share information, discuss barriers and best practices, strategize and learn from community partners across the state. Sign up to participate and receive updates about the WIC program.

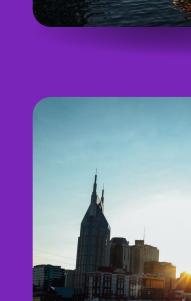
We meet monthly. Next meeting - August 10, 2023.

Additional Information & Resources

- Income Eligibility Guidelines
- FRAC WIC Resource Page
- WIC Prescreening Tool
- TN WIC Shopper Guide
- Tennessee WIC Clinics
- WICShopper App Information
- Tennessee Justice WIC Fact Sheet
- <u>USDA Program Participant Data</u>
- USDA WIC Eligibility & Reach Statistics
- Understanding Barriers to Access WIC
- <u>USDA Hunger Statistics</u>
- State of WIC Report 2023
- FRAC WIC Report
- TJC Legislation Page
- March of Dimes Maternal Health Data







QUESTIONS?







