

## 2012 WIC Obesity Prevention Mini Grant Project Summary

### Local Agency Number and Name:

Project 12 Hidalgo County Health & Human Services WIC Department

### Title of OPMG Project:

Hidalgo County Baby Café

### Contact Person:

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## Project Overview

### List target audience and number of participants seen:

Pregnant and Breastfeeding women (60)

### List type of activities for this project (a group class, cooking class, physical activity, gardening, breastfeeding, other):

Breastfeeding group classes, food demonstration with vegetables from local farmer's market through collaboration with Texas Agrilife, Baby Showers, baby sling lesson, and Breastfeeding Bingo.

### Overall goal for this project:

To provide a free drop-in center for all pregnant and breastfeeding mothers that provides a friendly, relaxing, non-clinical café-style environment where women can get breastfeeding expert advice and support.

### Objectives for this project:

Was to have at least 50 women to attend Baby Café with collaboration of hospitals and community organizations including WIC clinics. We had 60 women attend Baby Café. 36 were pregnant women and 24 were breastfeeding women. Most of the women that attended were referred from the WIC Program.

### Project description:

To open a Baby Café to serve women in a 4 county area (Hidalgo, Starr, Cameron and Willacy) to increase breastfeeding duration rates.

**List results and objectives met:**

A referral system was established within WIC clinics, hospitals and agencies that needed to refer pregnant and breastfeeding women. We met our objective to see 50 Pregnant or Breastfeeding women. Additionally 572 adults and 287 children attended Baby Café also. We also promoted the access and consumption of fruits and vegetables through the collaboration of the Farmer's Market sponsored by Texas Agrilife Extension. We also received a Special Congressional Recognition from the Office of Congressman Ruben Hinojosa for providing outstanding and invaluable service to the community. WIC clients that received a Breastfeeding Class at Baby Café were given a card to present at their next WIC appt. which expedited their issuance of food benefits through WIC express lane.

**List curricula, kits or other educational materials used:**

March of Dimes materials, Cocina Alegre Cookbooks, How to make Baby Sling, WIC Breastfeeding lesson and WIC Breastfeeding Pamphlets.

**List other resources used, if applicable:**

**List collaborating agencies or individuals, if applicable:**

Agrilife Extension TAMU, Dr. Ramiro Caballero, Region 1 ECI, Superior Health Plan, Avance Early Start, March of Dimes and RGV Breastfeeding Coalition.

**List the type of incentives that were given:**

Baby t-shirts, bibs, cup, water bottle with Baby Café logo

**Helpful ordering information for materials or incentives (if available):**

## **Tips for Other Agencies**

**What worked well for this project?**

Collaboration with other agencies which helped our project achieve more visibility and recognition.

**What were the challenges?**

Getting the word out, promotion of the Project

**What changes would be made for next time, if any?**

Need a little more time for planning of Information Health Fair and Grand Opening. Selection of a better location for Baby Café.