

WIC Food Retail Project Pilot



Purpose

- increase nutritious retail food resources in the South Los Angeles area and
- collaborate with community members to ensure that existing WIC authorized stores offer the full complement of new WIC foods in an affordable, appealing and culturally competent manner.

Partnership

- California WIC Association
- PHFE WIC
- Community Health Councils
- Watts Health Corp

Objectives

- Shopping Experience Focus groups
 - 6-8 between April – June
 - WIC Participants, 2 sites
- CHC Neighborhood Food Watch Model
 - recruit and train 2 sets of WIC Participants (July – October)
 - participants complete at least 1 checklist

CHC Neighborhood Food Watch

- grassroots campaign designed to empower residents to advocate for better food choices
- uses an in-store shopping checklist and organizer feedback to hold local food retailers accountable to a “Standards of Quality” criteria established by the community
- preliminary results

Status & Next steps

- Project just began
- Report in December
- Replication

