Addressing Social Determinants of Health Infographic from NIHCM

See the infographic - https://www.nihcm.org/topics/health-equity/sdoh-2019-infographic

Background:

In WIC, we have been discussing social determinants of health and how WIC fits in over the last few years. With the RENEW initiative and Oregon's Framework for Nutrition Focused Counseling, we have examined how WIC can help.
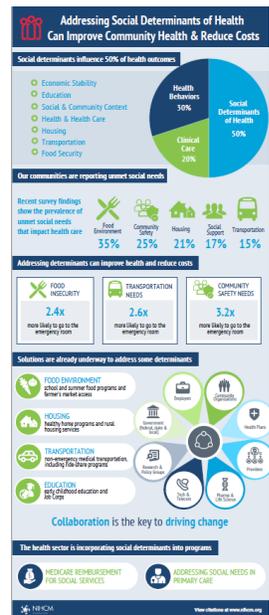
The National Institute for Health Care Management has developed an infographic on how addressing social determinants of health can improve community health and reduce costs. You may find the infographic useful when talking with administrators or partners about how the WIC program addresses social determinants of health and reduces costs. Here are some talking points that might help.

Talking points

- WIC supports **food security** by providing a package of healthy foods, allowing those families on SNAP to stretch their benefits further.
- Providing WIC foods frees up family resources that can be used to address other needs, such as **transportation**.
- The WIC program improves the **food environment** by ensuring the entire community has access to grocery stores that sell basic, nutritious, WIC-approved foods like fruits and vegetables, whole grains, low fat dairy products, and beans.
- WIC provides **social supports** for families during key periods, such as the birth of a new baby, through breastfeeding peer counseling and nutrition education.
- The nutrition and health screening that WIC provides allows **targeted referrals to resources** related to social determinants of health such as housing, domestic violence, substance use, and food assistance.
- The WIC program improves **school readiness** by supporting parents as they become a child's first teacher and by providing proper nutrition to support children's growth and brain development.
- WIC provides nutrition education that is focused on the specific issues most important to a family, which can change **health behaviors for the life of the entire family**.