

WIC

TRANSPORTATION NEEDS ASSESSMENT

*FOCUSING ON THE MATERNAL AND CHILD
HEALTH PRIORITY POPULATIONS*



Mid-Ohio Regional
Planning Commission

Community Advisory Committee December 4, 2017

Transportation Advisory Committee December 6, 2017

Transportation Policy Committee January 11, 2018

Women, Infants and Children

Provides

- supplemental foods
- healthcare referrals
- nutrition education
- counseling
- breastfeeding promotion

Supports

- low-income pregnant
- Breastfeeding
- postpartum women
- infants
- children up to age five

The Columbus Public Health (CPH) WIC program serves people who live in Franklin County and whose income is 185% of the Federal Poverty Guidelines and are at risk for medical or nutritional problems.

Transportation Planning Services

- **To help CPH understand...**
 - barriers for current and potential WIC clients
 - what actions could be taken to address existing barriers
 - how public transportation trends and options impact future potential WIC clinic sites
- **October 1, 2016 – September 30, 2017**
 - Convened a Stakeholder Steering Committee
 - *research and analysis*
 - Surveyed Stakeholders
 - *WIC clients (384 responses)*
 - *Transportation, Hospital/Healthcare providers and Community Organizations (135 responses)*
 - Perform site analyses of WIC locations with GIS and COTA data
 - Inventory of Transportation Providers

Population Below 185 Percent of Poverty Level with Zip Codes

Percent Population Below 185% of Poverty Level per BG

- 0 - 5%
- 5 - 15%
- 15 - 25%
- 25 - 75%

✈ Airport

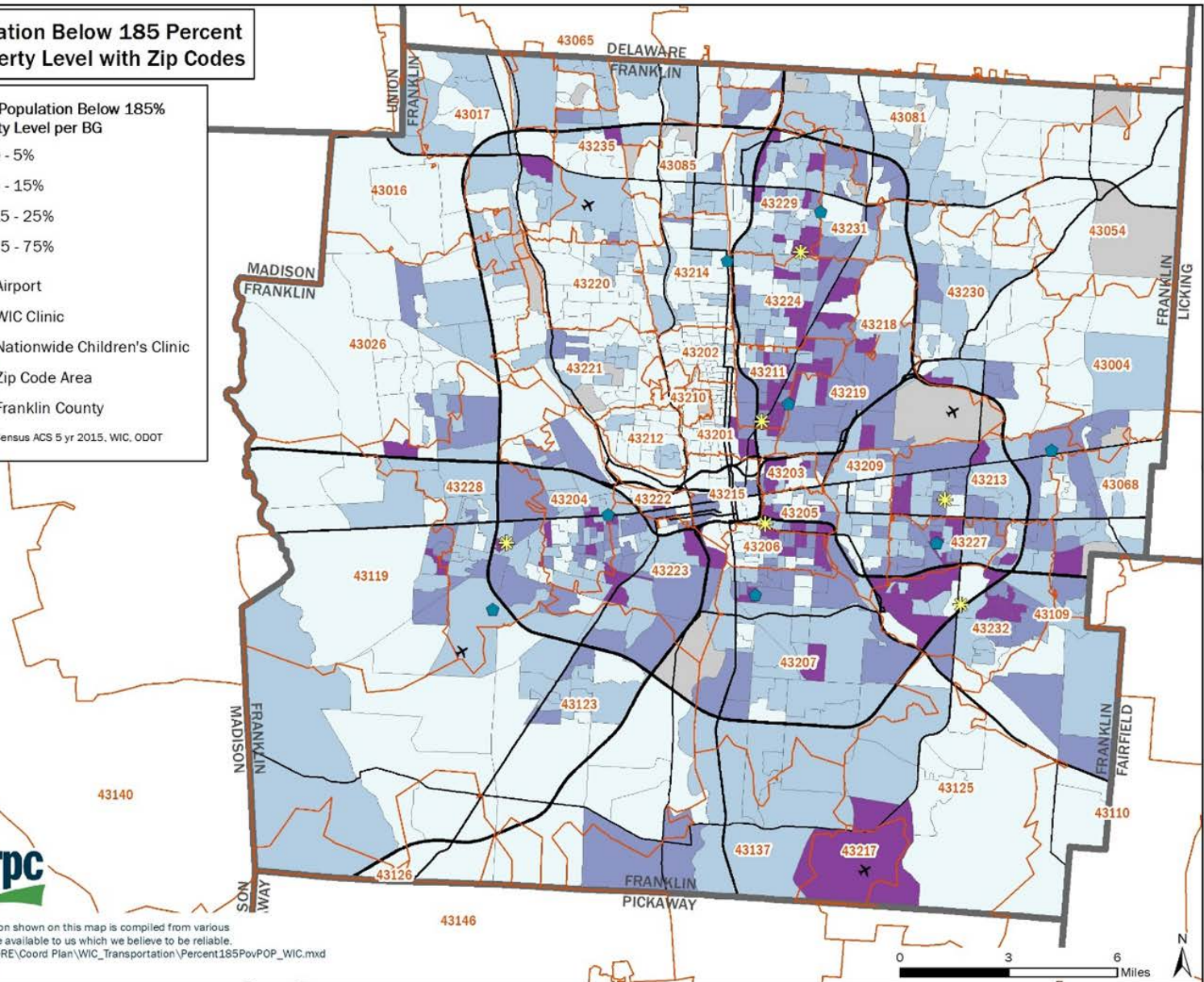
📍 WIC Clinic

🌟 Nationwide Children's Clinic

▭ Zip Code Area

▭ Franklin County

Source: US Census ACS 5 yr 2015, WIC, ODOT



Percent Household without a Vehicle

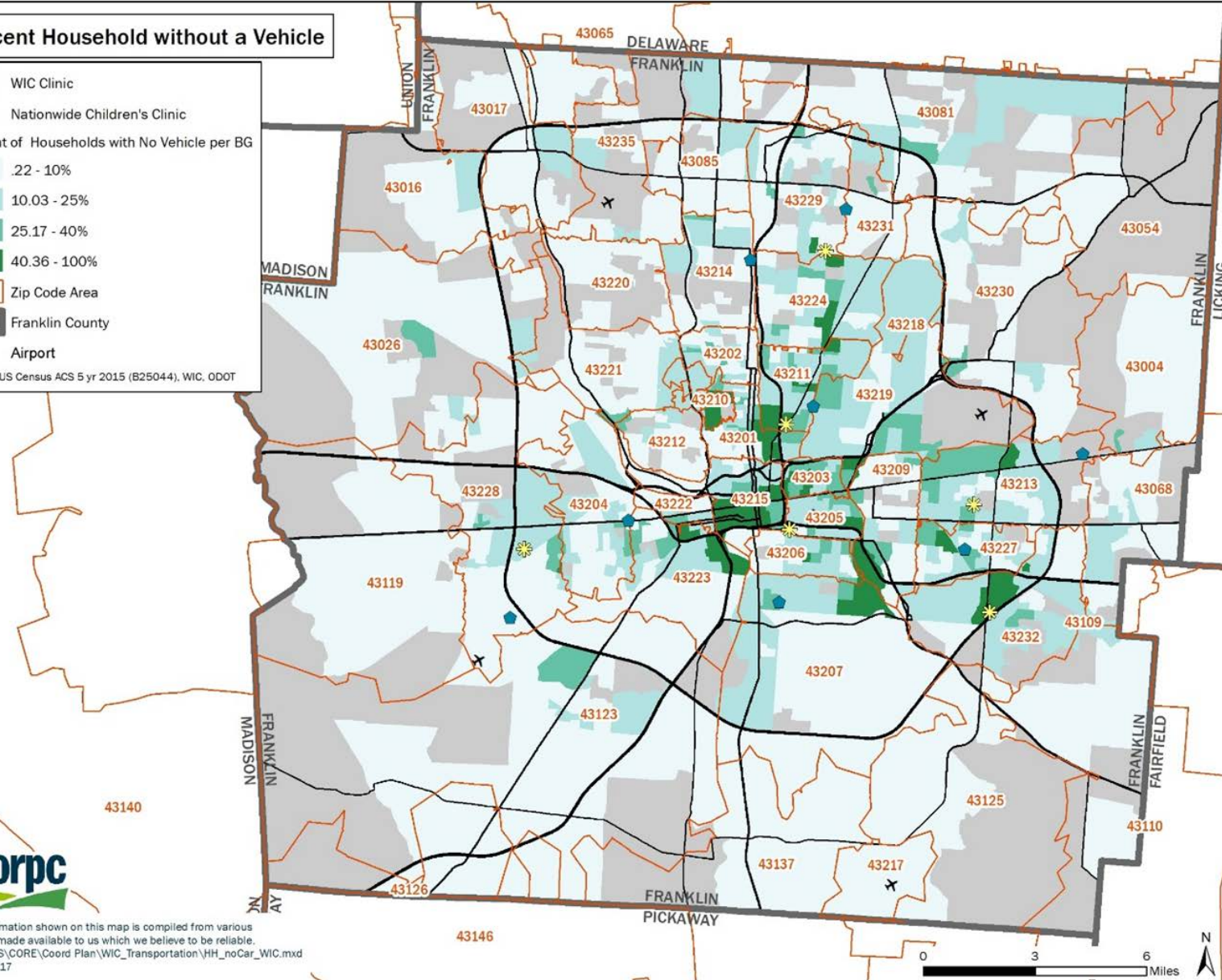
- WIC Clinic
- Nationwide Children's Clinic

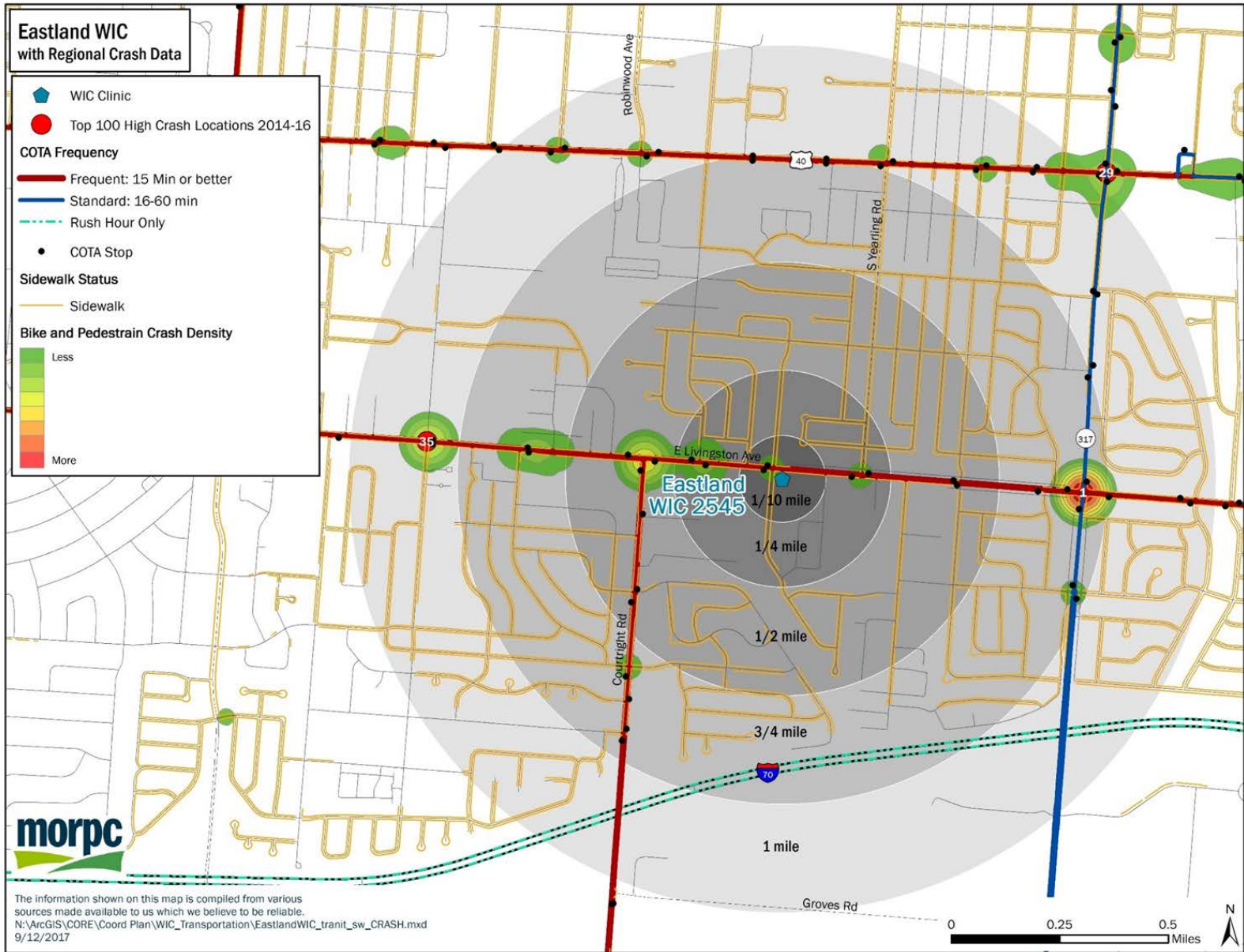
Percent of Households with No Vehicle per BG

- .22 - 10%
- 10.03 - 25%
- 25.17 - 40%
- 40.36 - 100%

- Zip Code Area
- Franklin County
- Airport

Source: US Census ACS 5 yr 2015 (B25044), WIC, ODOT





Findings and Recommendations

- **Internal WIC Policies** – review best practices of WIC clinics nationwide to decrease no-show rates
- **Built Infrastructure** – when considering current, new or relocated clinic site decisions, include input from WIC, COTA, Columbus Public Service and MORPC with discussions of pedestrian and transit-supportive infrastructure, high-crash locations, and any current or potential traffic studies
- **Informational Resources** - explore the day in the life of a WIC client to evaluate challenges and identify possible consolidation of social services
- **Transportation Assistance** – work with COTA on travel training and outreach for clients and caseworkers to help de-mystify travel by transit
- **Tracking and Supporting Complementary External Policies** – participate in new initiatives like the SmartColumbus Non-Emergency Medical Transportation (NEMT)



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