



Buncombe County Board of Commissioners

Request for Board Action

Meeting Date: 7/21/2020

Consent Agenda

Department:

Budget

Presenter(s):

Jennifer Barnette, Budget

Contact(s):

Stoney Blevins, Health and Human Services
Jennifer Barnette, Budget

Subject:

Budget Amendment for additional funding from US Department of Agriculture via NC Department of Public Health for WIC Special Funding Opportunity

Brief Summary:

Buncombe County Public Health is being provided additional federal funding in the amount of \$32,742 through the US Department of Agriculture via the NC Department of Public Health.

The WIC Program is designed to provide food to low-income pregnant, postpartum and breastfeeding women and their infants and children until the age of five. This one-time funding will assist our local agency in its efforts to provide supplemental nutritious foods, nutrition education, and referrals to health care for low-income persons during critical periods of growth and development, promote increased program participation, and encourage participant retention. Specifically, the funding will be used to support a targeted outreach campaign utilizing multiple marketing platforms, which will include: radio, targeted display, and social media. The effort will achieve message saturation for the Buncombe County WIC program and reach Hispanic communities in addition to millennial parents, many of whom are in WIC's target population. Funding will also be used to purchase eight laptops and docking stations for WIC staff who currently have desktop computers. This effort will increase efficiency of services, possibilities for innovation such as telehealth, and provide staff with the ability to be more mobile when coverage is required at multiple WIC sites.

Recommended Motion & Requested Action:

Approve budget amendment

County Manager's Comments & Recommendation:

County Manager recommends as presented