



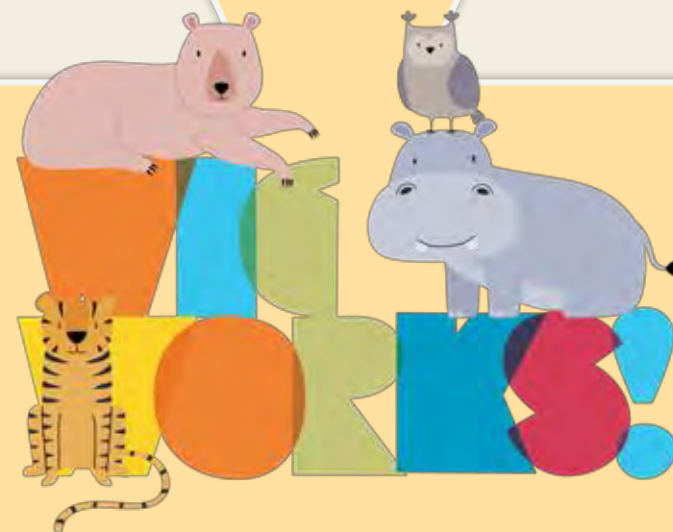
Transforming Community Health:

Integration of Mobile Unit,
WIC CIAO, and Point-of-Care
Clinics



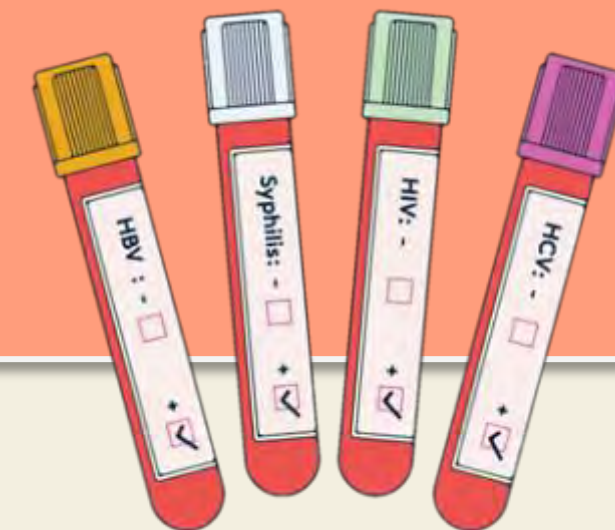
Accelerating Change

Mobile Unit



WIC Community
Innovation and
Outreach Grant

Point-of-Care Popup
Clinics

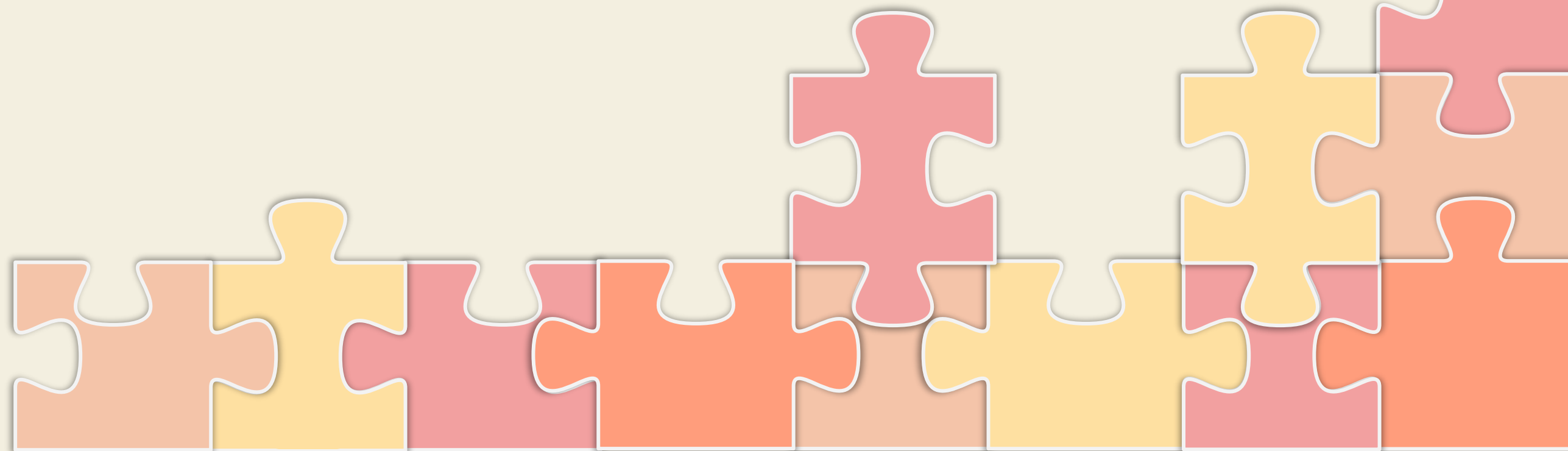


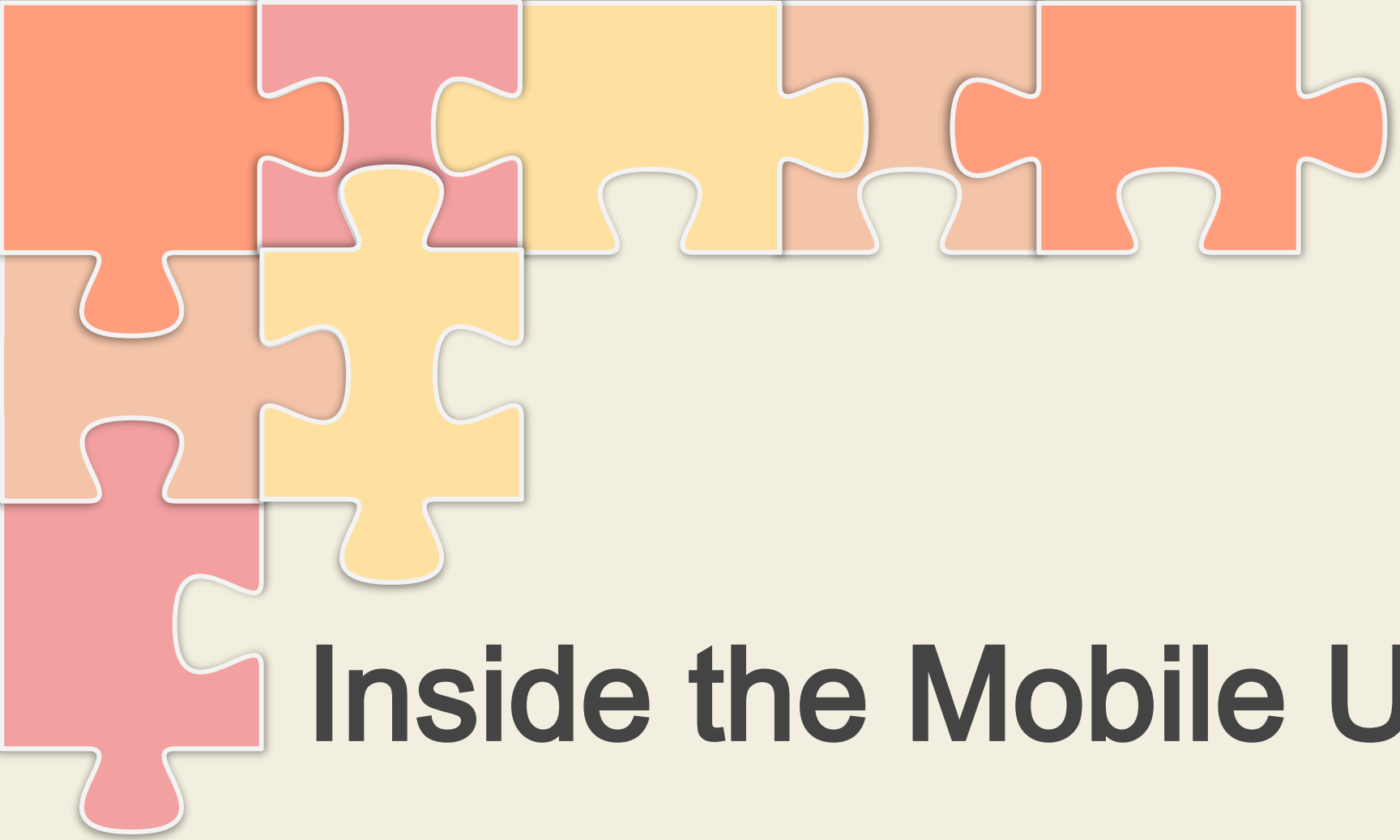
01

Imagine, going mobile



This grant was written to prioritize food insecurity within our community and allow us to provide Women Infant and Children (WIC) services remotely within the community.



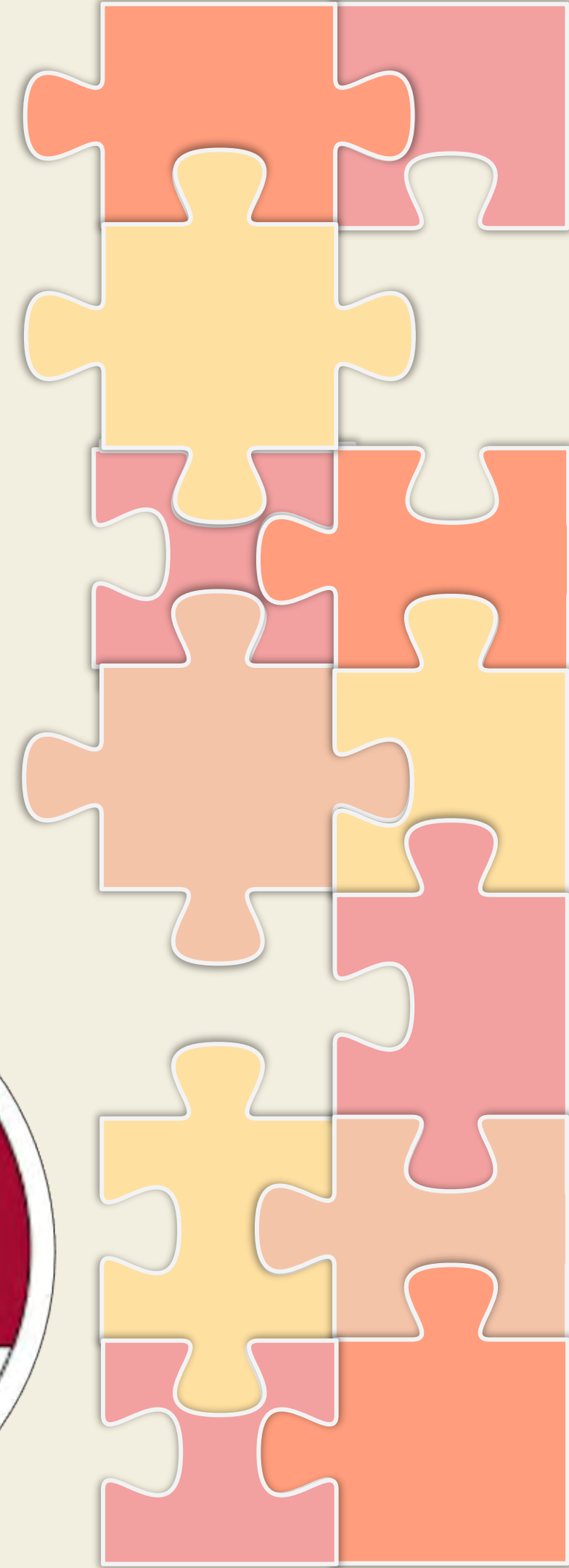


Inside the Mobile Unit

- The unit is setup to perform full WIC appointments
- The unit is also setup that we can provide other medical services on site
- Heating and Air Conditioning for all weather



Mobile Unit Partners



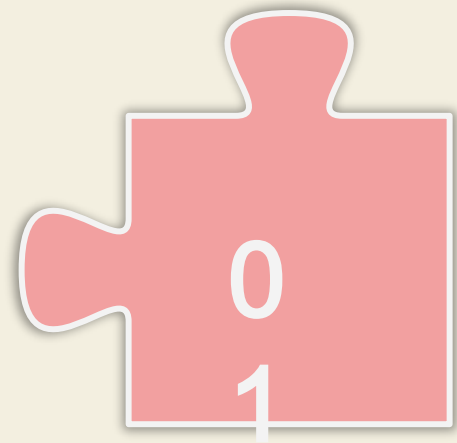
02

Community Innovation & Outreach Grant

Develop, implement and evaluate innovative outreach strategies to increase WIC awareness, participation, redemption of benefits and reduce disparities in program delivery



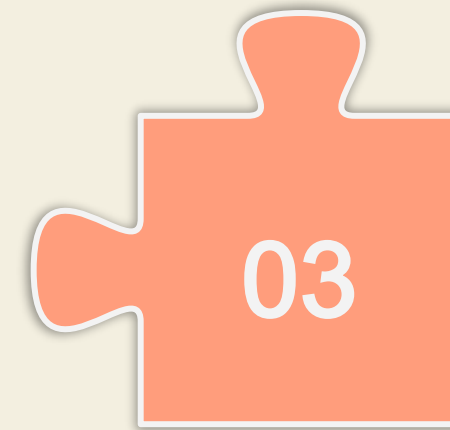
Head Start Partnership



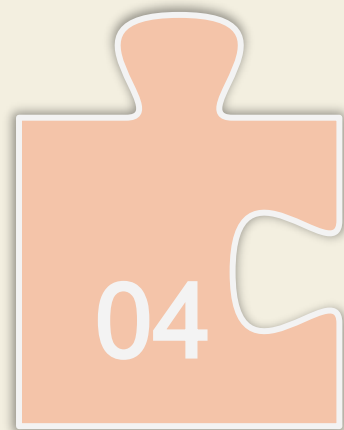
**Head Start Health
Advisory Committee**



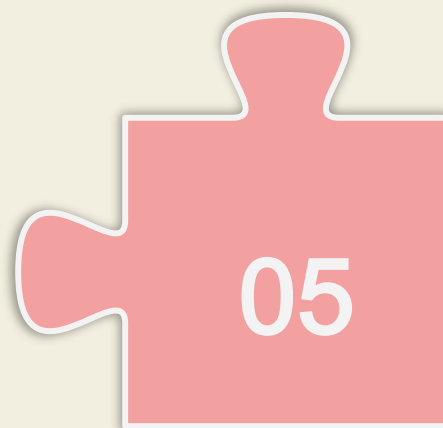
**Head Start
Policy Council**



Pop Up Clinics



**Head Start
Events**



**Community
Events**

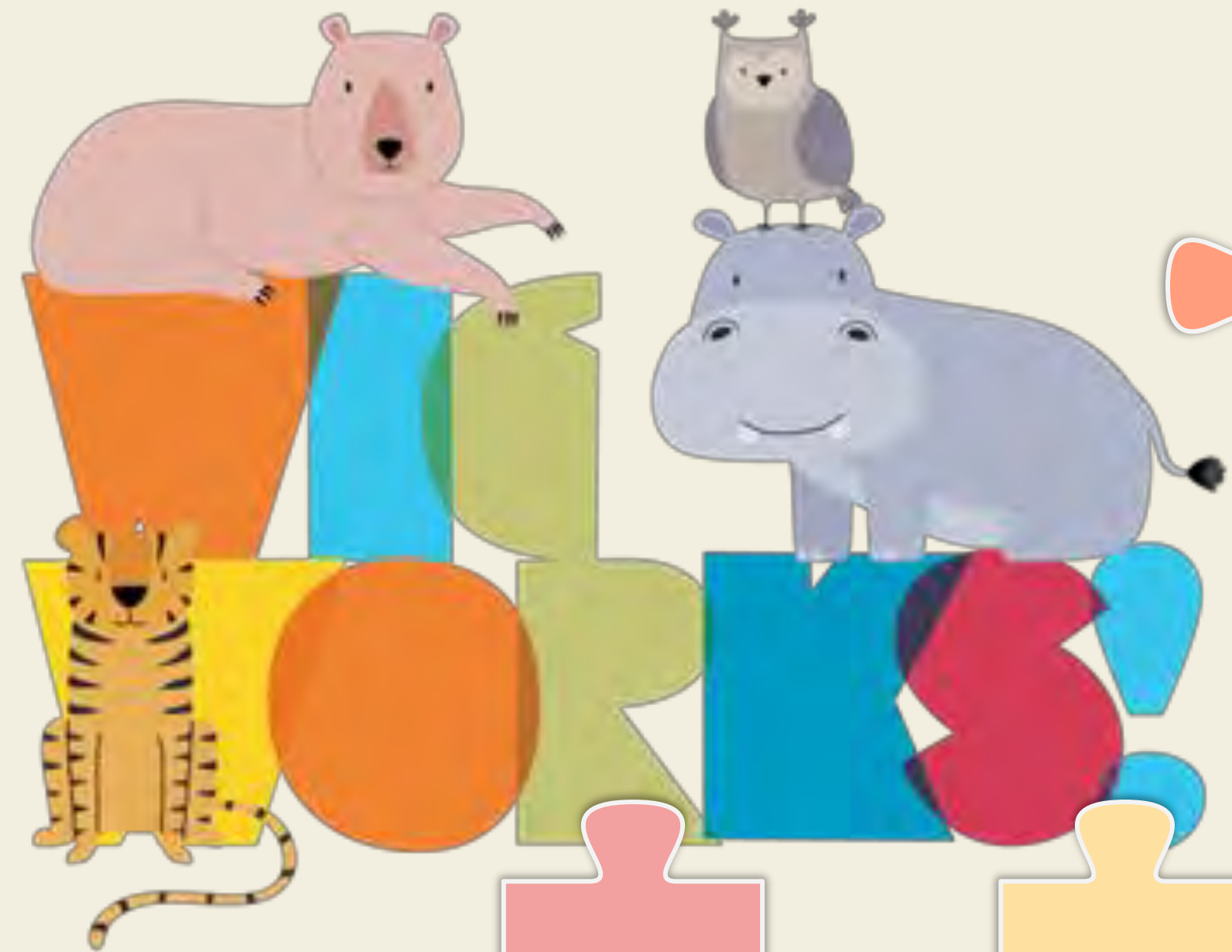


Home Visits

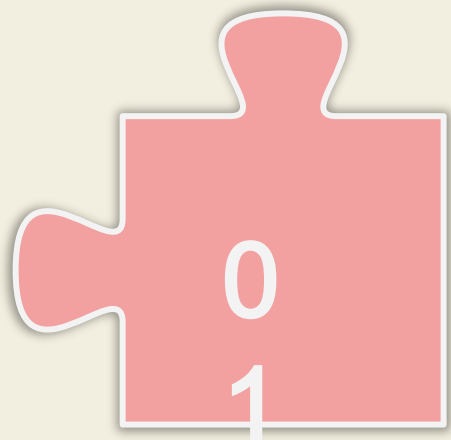
WIC Works!

Campaign component that incorporates awareness, participation, enrollment and retention for the WIC program.

WIC Works will act as an in-person and cross-platform engagement campaign that allows clients to maximize their WIC benefits and promotes retention through incentivization.



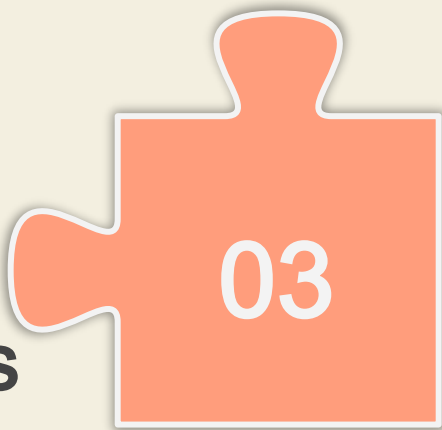
WIC Works Campaign



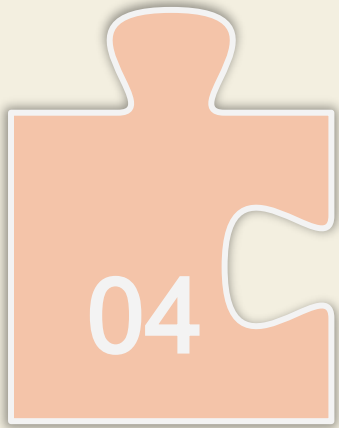
In-person Event
Calendar



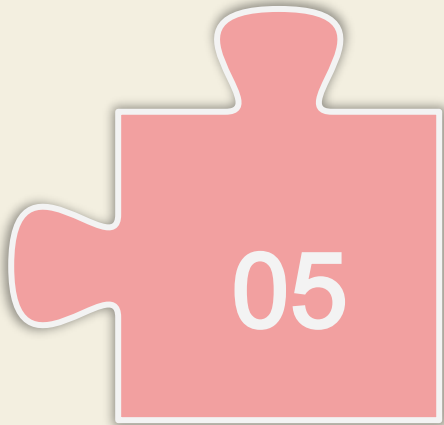
Quarterly
Campaign Themes



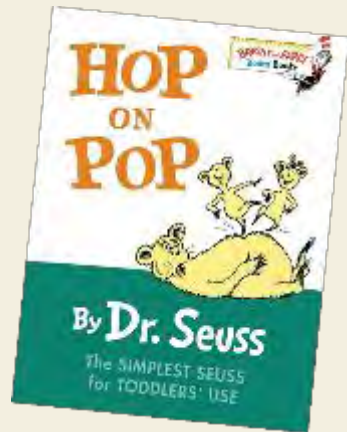
WIC Works Pre-
registration
QR Code



WIC Works
Videos

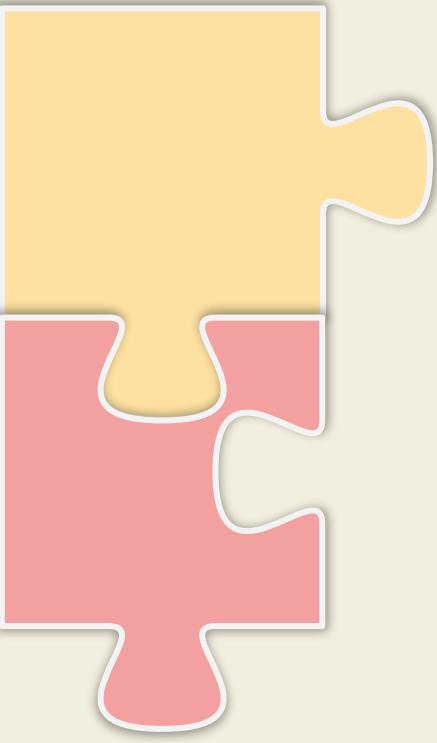


Incentive for
Each Quarter



Social Media &
Website Page





What are our Goals?

**Increase WIC and
Head Start
coenrollment by**

19%

Current co-enrollment is 70.6%. To meet our goal, co-enrollment needs to reach 89%

**Increase overall WIC
participation in
Lebanon County by**

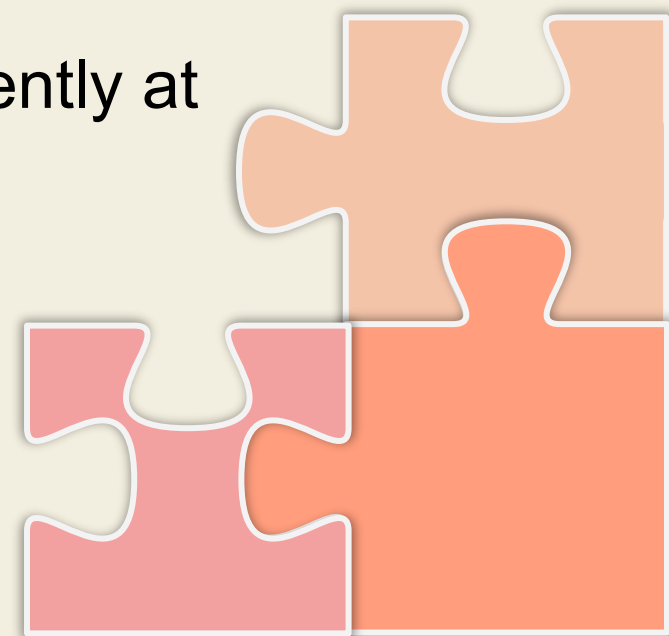
10%

January 2025 – 2272
August 2025 – 2460
Almost an 8.3% increase

**Increase WIC
retention by 15%**

15%

Retention is currently at 91.4%



03

Pop-up Clinics & Point-of-Care Testing

Point-of-care pop-up clinics break down barriers to care by meeting people where they are. By bringing timely testing and treatment to underserved individuals within our community, these clinics build trust, reduce disparities, and advance health equity.



What Kind of STI Testing Can We Provide?

Lab Based Testing

Traditional testing that requires a urine and a blood sample.

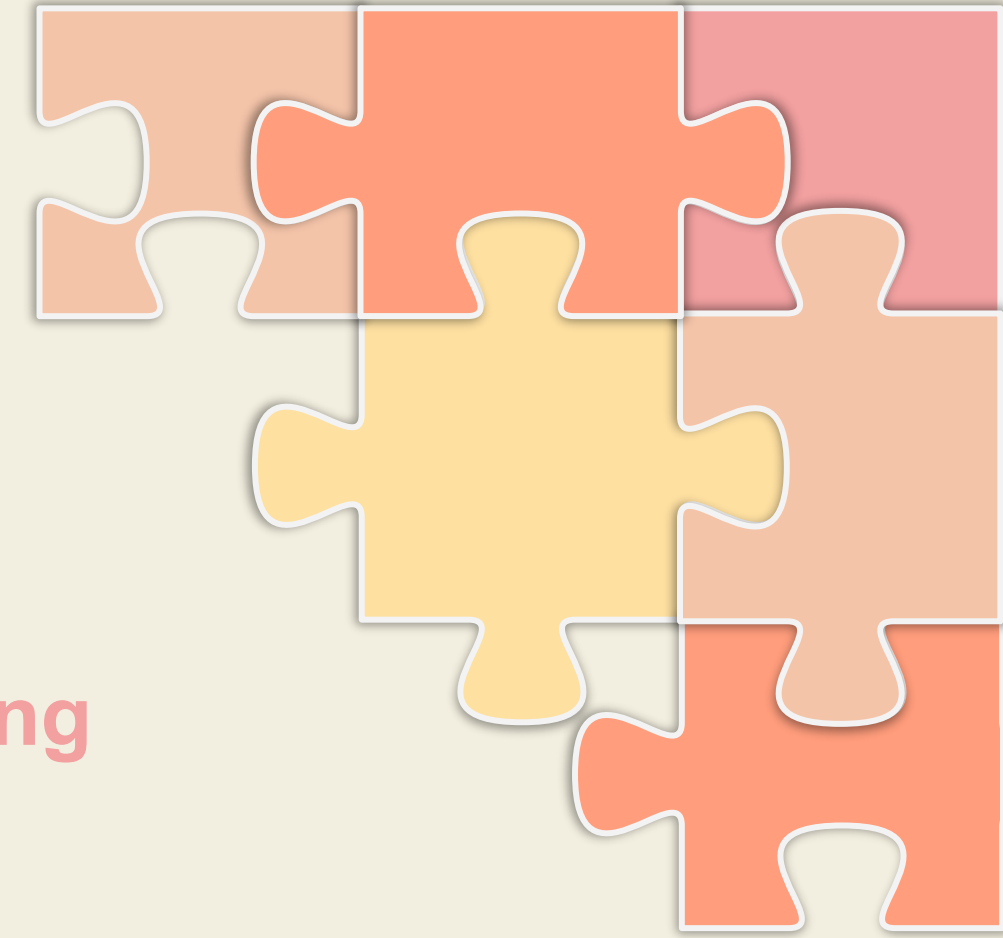
Must be sent out to a lab and can take several days to get results to patient.

Point-of-Care Testing

Utilizes a finger stick blood draw with a lancet.

Results received within 10-20 minutes depending on test.

Tests for HIV, Syphilis, and Hepatitis C



We have done 17 clinics with 5 community partners.



Lebanon County
Christian
Ministries



Lebanon
Comprehensive
Treatment
Center



Lebanon Rescue
Mission



Lebanon Valley
College



Lebanon PRIDE
Event

Coming Soon!



What Have We Found?

354

Patients Received
STI Testing

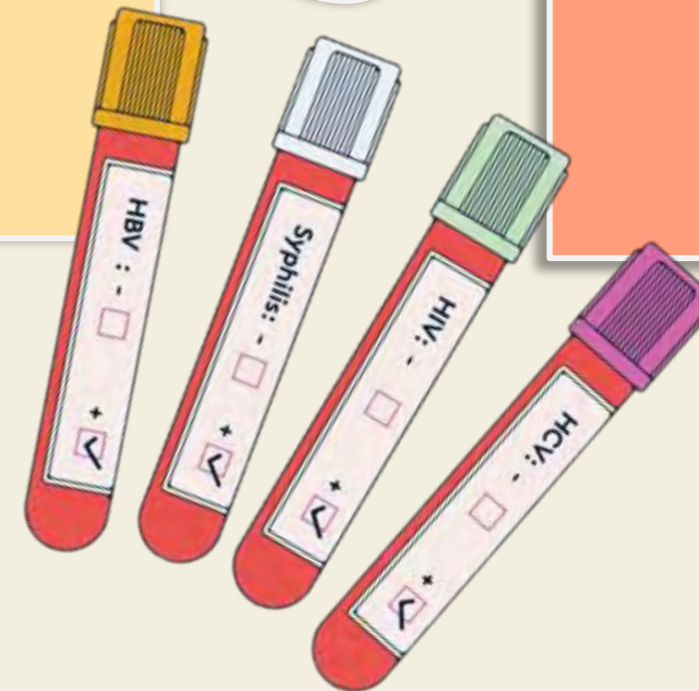
18

Positive
Results

Syphilis – 9
Chlamydia – 7
HIV – 1
HEP C -1

We have seen a
positivity rate of

5.1%



24/7 Health Kiosk

The kiosk is available to anyone within the community who wishes to utilize its services. A user does not have to be a patient here.

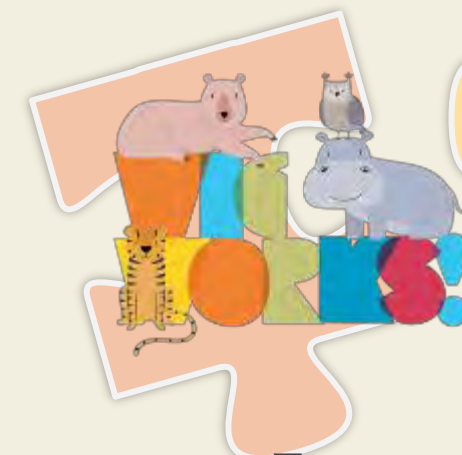
Since we have the Kiosk, we can provide important resources in the moment they are needed and we are able to remove barriers for individuals such as reducing stigma, off-hour distribution of resources at no cost.



1285

Dispenses of
Health Products

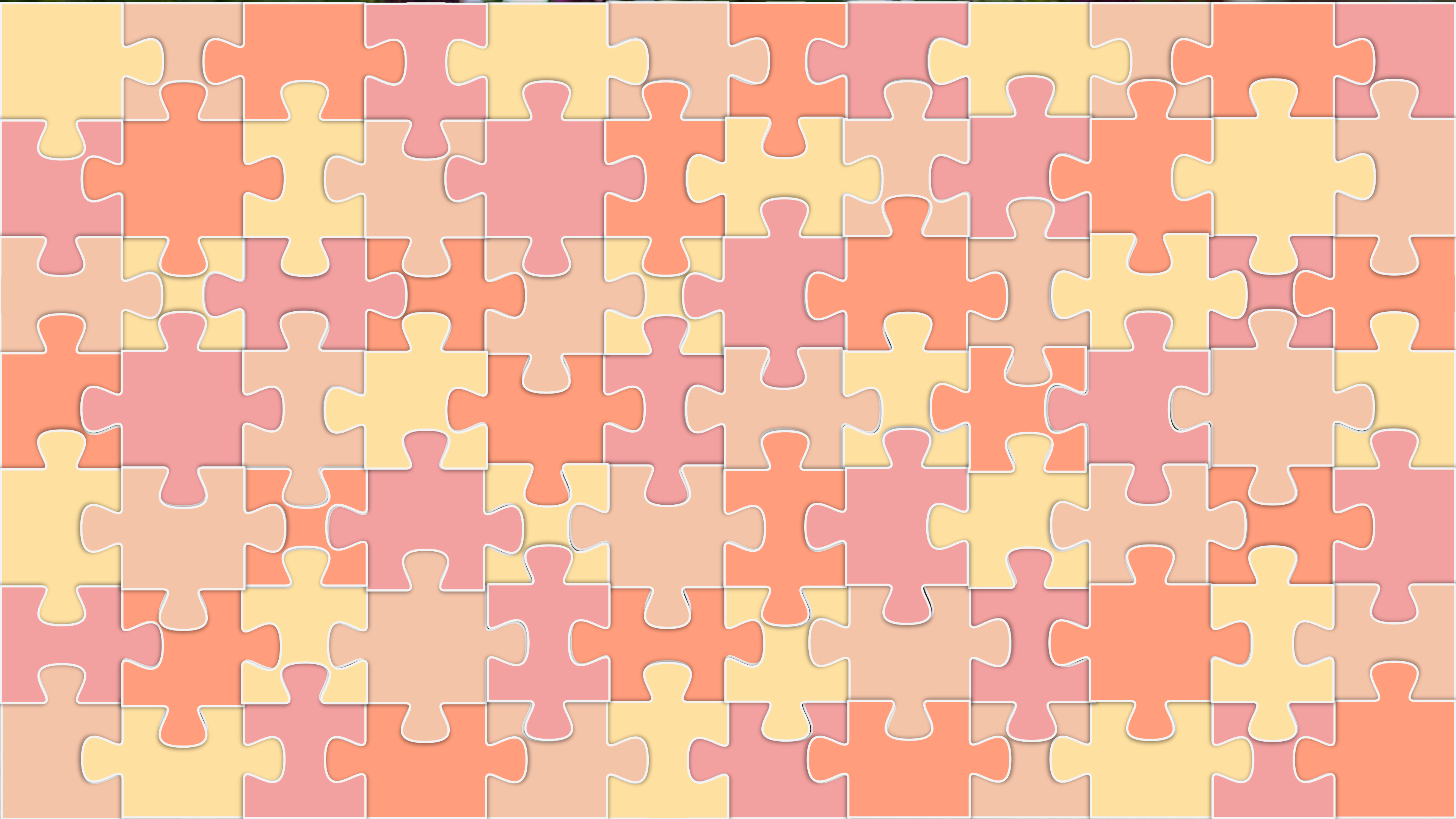




Accelerating Change

Partnerships power progress – when we join forces to meet people where they are, mobile care becomes a bridge to equity for every community member.





Thank you!

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VP, Communications & Education

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