

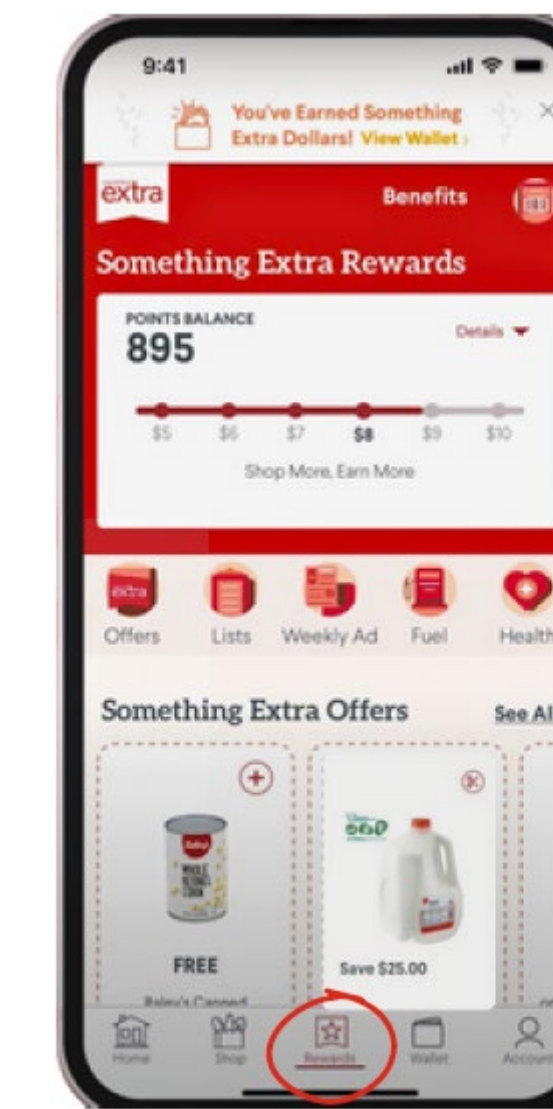
The First 1,000 Days: Supporting Families Through a Digital Dairy Nutrition Program

Cross-Sector Partnerships

Community Context



In Gustine, Newman, Santa Nella, and Crows Landing, families are dedicated to their children's health and well-being. Despite challenges in accessing affordable, nutritious foods, they are resilient and resourceful, driven by shared values of care and nourishment. The "My First 1,000 Days" initiative supported these families with \$25 digital vouchers, education, and resources to meet children's nutritional needs during a vital developmental stage. The initiative addressed nutrition gaps while celebrating culturally relevant dairy foods.



Collaborative Action

Legacy Health Endowment funded a pilot project that enabled Dairy Council of California to create partnerships with healthcare centers, community organizations, schools, and Raley's in Merced and Stanislaus counties. Raley's integrated the \$25 digital voucher into their app and website for easy family access. Collaborations with Golden Valley Health Center, WIC, Head Start, and local school districts supported family outreach and engagement. Together, these partners mobilized local strengths to bring affordable, nutritious options to families.

Building on Strengths

The initiative leveraged local resources and existing nutrition programs, integrating dairy education and voucher incentives to promote affordable, nutritious choices. Families frequently purchased whole milk, cheese, and yogurt with vouchers, selecting items for cultural relevance, nutritional benefits, and appeal to young children. Building on participants' values and priorities, the program provided tools and education that empowered families to meet their children's nutritional needs. 85% of participants expressed high satisfaction with the program.



Sustaining Success

Ongoing partnerships and future funding support the initiative's future and continued success. Plans emphasize sustainability and scalability by expanding services to more communities, providing family nutrition classes, and customizing partner resources. Insights gained will contribute to developing toolkits and advocacy efforts, empowering communities to influence policies that ensure continued access to affordable, nutritious food. Families and partners remain dedicated to promoting a culture of health, utilizing local expertise and collective action.



Dairy Council of California | Sandra Torres storres@dairycouncilofca.org