

FY 2021 WISCONSIN WIC PROGRAM GOALS AND OBJECTIVES

The following represents the goals and objectives of the Wisconsin WIC Program for FY 2021.

Goal Categories: Service Excellence, Accessible Services, Community Partnerships, Diverse and Qualified Staff, and Effective and Efficient WIC Data and Management Systems summarize Wisconsin's strategic directions.

Attainment of the objectives will be dependent upon the final funding level for FY 2021, changes that occur in Federal WIC regulations and policy, and staffing of the Wisconsin WIC Program.

GOAL I *Service Excellence*: WIC will help to improve the health and nutrition of women, infants and children by providing superior nutrition and breastfeeding services to WIC participants and their families that are of increased value.

Objective 1: The Wisconsin WIC Program will work to improve services in an effort to increase participant retention.

Actions:

- 1) Maintain connection with health care providers and partners.
- 2) Continue social media work with Creative Marketing Resources – nutrition and breastfeeding messages
- 3) Expand online training platform for customer service skills
- 4) Review, update, and create resources for nutrition assessment and counseling

Objective 2: The Wisconsin WIC Program will continue a two year nutrition services plan to reflect the goal of delivering quality services in all of their forms.

Actions:

- 1) Continue with year two objectives and activities in the area of breastfeeding, nutrition assessment, and outreach.

Objective 3: The Wisconsin WIC Program will implement the USDA Revised Risk Criteria effective October 1, 2021.

Actions:

- 1) Make the necessary changes in our Risk Criteria when made available from USDA.
- 2) The information and instructions will be provided to local agency staff through statewide webinars.
- 3) State staff will continue work on refining nutrition assessment screening tools in order to better enhance and support counseling interactions.

Objective 4: To Increase the WIC Statewide breastfeeding duration rates at 6 months to 38% of infants from 37% (baseline data source: ROSIE Report BFQ2001-1, 06/30/2019-07/01/2020, all infants duration)

Actions:

- 1) Continue Collective Collaboration to enhance hospital communication with intention of change in hospital practices to evidence based practices that assist and enhance support for breastfeeding mothers. WIC will use initiative to better prepare mothers for hospital practices to support both hospitals and mothers.
- 2) Will begin support breastfeeding mothers with the use of social media to discuss key messages established by the USDA Breastfeeding Support website as well as direct mothers to the website for further support.
- 3) Will support select local agencies with the implementation of the USDA Buddy Program.
- 4) Will develop and create statewide Facebook support groups so that mothers have a platform to support each other.
- 5) Will use new USDA breastfeeding curriculum to develop and implement training plan for all WIC staff once the platform is released.
- 6) Monitor Wisconsin WIC data using ROSIE to determine outcomes.

Objective 5: Wisconsin WIC will strengthen its breastfeeding peer-counseling program through stronger alignment with the USDA WIC Breastfeeding Model Components for Peer Counseling and USDA Breastfeeding Policy and Guidance.

Actions:

- 1) Continuation of assessment of current peer counseling programs to identify areas for improvement.
- 2) Peer program assessment as part of the management evaluation.
- 3) Training for new peers and peer managers utilizing the new USDA breastfeeding curriculum.

GOAL II Accessible Services: WIC will help to improve the health and nutrition of women, infants and children by assuring that WIC service locations, hours and a variety of services are accessible to families and provided in a culturally competent fashion.

Objective 1: Wisconsin WIC Program will continue to enhance outreach efforts and communicate health and nutrition information through effective social media channels to reach a targeted audience.

Actions:

- 1) Continue support and guidance to local agencies to expand social media efforts in collaboration with Wisconsin marketing firm, Creative Marketing Resources.
- 2) Continue participation in with the National WIC Awareness and Retention Campaign.

Objective 2: Utilize any USDA infrastructure grant opportunities for local agency clinic improvement.

Actions:

- 1) Encourage local agencies to conduct clinic observations to ensure a safe, family-friendly, confidential environment.
- 2) Provide additional funding, as available, to local agencies who request monies to improve environment confidentiality.

GOAL III *Community Partnerships*: WIC will help to improve the health and nutrition of women, infants and children by collaborating and integrating with other health and social service providers and systems.

Objective 1: The Wisconsin WIC Program will continue to strengthen and develop partnerships in encouraging and supporting our local agencies to collaborate locally with partners.

Actions:

- 1) Maintain and update directory of current and potential partners at the state level.
- 2) Explore new and strengthen existing partnerships

Objective 2: Collaborate with the Nutrition, Physical Activity and Obesity (NPAO) Program, Maternal Child and Health Program (MCH), the Wisconsin Breastfeeding Coalition (WBC), and local breastfeeding coalitions to advance statewide movement in building Breastfeeding-Friendly environments.

Actions:

- 1) WIC will continue to partner with NPAO, MCH and WBC to offer trainings of the *Ten Steps to Breastfeeding Friendly Child Care Center* to Early Care and Education settings in Wisconsin.
- 2) WIC will continue to partner with NPAO, MCH and WBC to improve maternity care practices that support breastfeeding by using *Coeffective* to foster collaboration with Wisconsin Association for Perinatal Care (WAPC) and hospitals and clinics within Wisconsin.
- 3) WIC will continue to collaborate with MCH and the Children's Health Alliance of Wisconsin (CHAW) to ensure that WIC staff are presenting the same messages with regard to safe sleep and breastfeeding.

Objective 3: Collaborate with Wisconsin Fit Families SNAP-Ed to enhance behavior change.

Actions:

- 1) Continue to partner with Wisconsin Fit Families SNAP-Ed Program to provide nutrition education to families eligible for SNAP (FoodShare in Wisconsin) that are enrolled in WIC.
- 2) Partnering includes individual or group approaches in combinations with organizational, community, and/or public health approaches to increase effectiveness.
- 3) Focus is on healthy eating behaviors.

GOAL IV *Diverse and Qualified Staff*: WIC will help to improve the health and nutrition of women, infants and children by assuring that WIC staff are diverse, competent, qualified and well trained.

Objective 1: Wisconsin WIC Program will provide orientation events for new local agency administrative staff.

Actions:

- 1) Host a web-based orientation event for local agency Directors, Project Nutritionists, And Breastfeeding Coordinators.
- 2) Develop and update orientation plan, resources, and checklist for all WIC administrative roles.

Objective 2: Wisconsin WIC Program will provide orientation materials for all local agency staff.

Actions:

- 1) Update guidance, procedures, and modules for systematic orientation of all staff relating to WIC services.
- 2) Update current web-based trainings to incorporate basics of WIC program pillars and functions including overview of certification, WIC vendor basics, etc.
- 3) Update online module series for intake staff
- 4) Create resource for data and report instructions and training.
- 5) Develop plan, evaluate current resources, and develop new resources for CPA training
- 6) Create web-based training library and checklist for all new local agency staff.

Objective 3: Wisconsin WIC Program will provide ongoing education for all local agency staff specific to roles.

Actions:

Provide trainings based on needs assessment.

- a. Nutrition Training Event
- b. Support Staff Training Event
- c. Interpreter Training
- d. Administrative Workshop
- e. Topic specific trainings based on assessment and management evaluation results

Objective 4: Wisconsin WIC Program will provide ongoing education events for all local agency staff specific to leadership development.

Actions:

- 1) Assess need for leadership training and interest.
- 2) Assess online leadership training platform using pilot evaluation.
- 3) Determine next steps for statewide integration.

Objective 5: Wisconsin WIC will assess current workforce to move toward a more diverse workforce.

- 1) WIC Internship; State WIC Office will work with UW Health Dietetic Internship Program to expand opportunities for increased acceptance of more diverse candidates.
- 2) State WIC Office will conduct a survey of all local agency to determine racial and ethnic representation.
- 3) State WIC Office will engage in conversation with local agency WIC directors to develop a staffing plan that represents the populations they serve.

GOAL V *Effective and Efficient WIC Data and Management Systems: Enhance the participant shopping experience through multiple methods and use data analysis to assure program integrity efforts are effective.*

Objective 1: Integrate vendor feedback from re-application to improve the in-store shopping experience.

Actions:

- 1) Explore opportunities to get stores to incorporate WIC logo into their shelf tags using the APL to identify WIC foods.
- 2) Coordinate with Creative Marketing Research to conduct focus groups to gain insight on how vendors and WIC can work together to improve the in-store shopping experience.
- 3) Create tip sheets for identifying possible incorrect food choices.

Objective 2: Explore alternative shopping methods and participant accessibility to authorized vendors.

Actions:

- 1) Research and collaborate with EBT Contractor and industry stakeholders to determine feasibility and funding needs for alternatives to in-store shopping and cashier attended checkout processes.
- 2) Participate in NWA and eGPC workgroups related to online ordering/delivery and eWIC retailer recertification.
- 3) Analyze access to authorized vendors and begin to implement steps to improve participant access.

Objective 3: Enhance program integrity efforts through data analysis and data sharing.

- 1) Facilitate a new state agency workgroup of WIC staff conducting vendor inventory audits, sharing the newly created Vendor Audit Guide.
- 2) Participate in Data Direct training sessions and use tools available through the data warehouse and MIS system to create improved data analysis tools to assist with detection of high-risk behaviors for participants and vendors.
- 3) Use customer service expectation metrics to evaluate EBT contractor service to stand-by vendors and to meet contract requirements.