FY 2020 WISCONSIN WIC PROGRAM GOALS AND OBJECTIVES

The following represents the goals and objectives of the Wisconsin WIC Program for FY 2020.

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 2018, 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) Attend health care related conferences to provide outreach to providers.
   2) Update outreach materials in collaboration with Wisconsin marketing firm, Creative Marketing Resources
   3) Utilize 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, 2020.
   Actions:
   1) Make the necessary changes in our Risk Criteria postings for Risks 304 History of Preeclampsia, 338 Pregnant Woman Currently Breastfeeding, 345 Hypertension and Prehypertension, 357 Drug and Nutrient Interactions, 382 Fetal Alcohol Spectrum Disorders.
   2) The information and instructions will be provided to local agency staff through statewide webinars.
   3) State staff will 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 37% of infants from 36% (baseline data source: ROSIE Report BFQ2001-1, 06/30/2019-07/01/2020, all infants duration)

Actions:
1) Continue Coffective 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 establish policy for local agency Designated Breastfeeding Expert.
3) Will use new USDA breastfeeding curriculum to develop and implement training plan for all WIC staff.
4) Will strengthen breastfeeding program evaluation to ensure the 3 step counseling method is used with participants.
5) 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.
4) Implementation of new grant awardees.

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 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) Develop a 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 Cioective 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 face-to-face orientation 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) Create online module series for intake staff
   4) Develop plan, evaluate current resources, and develop new resources for CPA training
   5) 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.
GOAL V  *Effective and Efficient WIC Data and Management Systems:* WIC will effectively utilize technology and data to improve program integrity.

**Objective 1:** Continue to collaborate with other states utilizing online eWIC systems to proactively address ongoing EBT issues.

**Actions:**
1) Advocate for eWIC issue resolution through EBT account manager, state support, and contractor staff and share with other states when the issue goes beyond Wisconsin.
2) Address eWIC issues from a state vendor perspective with national workgroups/taskforces and stakeholders highlighting the participant shopping experience.
3) Advocate for state leadership of the FIS/CDP User Group forum.

**Objective 2:** Continue to share eWIC information as subject matter experts for states at all stages of implementation.

**Actions:**
1) Respond to requests for lessons learned, provide information, and share documents to assist other states, contractors, and stakeholders with their project implementation and ongoing issues.
2) Participate at conferences and training sessions to share eWIC insight.

**Objective 3:** Objective 3: Enhance program integrity efforts for vendors, participants and EBT contractors through technology and data analysis.

**Actions:**
1) Contribute comments or testimony as requested during the administrative rule legislative review and approval process.
2) Participate in Data Direct training sessions and use tools available through data warehouse and MIS system and create improved data analysis tools to assist with detection of high risk behaviors for participants and vendors.
3) Use technology to assist with the vendor re-application process and face to face training.
4) Use data analysis to support a participant access pilot utilizing a convenience store option.
5) Address customer service expectation metrics with EBT contractor to assure contract requirements are met.