

FY 2024 WISCONSIN WIC PROGRAM GOALS AND OBJECTIVES

The following represents the goals and objectives of the Wisconsin WIC Program for FY 2024.

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 2024, 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 to increase participant retention.

Actions:

- 1) Maintain connection with health care providers and partners.
- 2) Continue and evaluate social media work with Creative Marketing Resources – nutrition and breastfeeding messages
- 3) Update person-centered resources.
- 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 their forms.

Actions:

- 1) Continue with year two objectives and activities in outreach and hybrid services.

Objective 3: The Wisconsin WIC Program will implement the USDA Revised Risk Criteria effective October 1, 2024.

Actions:

- 1) Make the necessary changes in our Risk Criteria when made available from USDA.
- 2) Provide information and instructions to local agency staff through statewide webinars.
- 3) Refine nutrition assessment screening tools to better enhance and support counseling interactions.

Objective 4: To Increase the WIC Statewide breastfeeding duration rates at 6 months to 43% of infants from 41% (baseline data source: ROSIE Report BFQ2001-1, 04/01/2022-03/31/2023, all infants duration)

Actions:

- 1) Revise the breastfeeding education plan to ensure staff provide timely and consistent breastfeeding promotion, education, and support to families.

- 2) Continue to provide breastfeeding training for all newly hired WIC staff using the USDA WIC breastfeeding curriculum and offer ongoing continuing education opportunities to build on staff knowledge and skills in promoting and supporting breastfeeding families.
- 3) Monitor Wisconsin WIC data to measure outcomes.
- 4) Update policies and procedures to incorporate Designated Breastfeeding Expert and support local agencies with implementation.

Objective 5: Wisconsin WIC will strengthen its breastfeeding peer-counseling program through ensuring 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.

Objective 6: Wisconsin WIC will strengthen remote nutrition education opportunities.

Actions:

- 1) Continue Online Nutrition Education (ONE) implementation at eleven local agencies and gather feedback.
- 2) Evaluate as data and results from the Tufts THIS-WIC Telehealth research grant.

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 ARPA technology and shopping improvement grant opportunities for modernization of WIC.

Actions:

- 1) Continue to enhance the MyWIC App.
- 2) Enhancements to MIS ROSIE to include: create a WIC application and participant portal for perspective families to register for the WIC program, modernize the scheduler, integration of modern data visualization tools.
- 3) Initiate vendor portal enhancements to accept online vendor applications.

- 4) Expand Gretchen Swanson Center for Nutrition Online Shopping Pilots for Walmart and Hy-Vee after pilots and project state implementation is complete.

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 and Child Health Program (MCH), and Family Foundations Home Visiting (FFHV) to advance statewide movement in cohesive breastfeeding support.

Actions:

- 1) WIC will continue to partner with NPAO, MCH and FFHV to foster collaboration with statewide partners.
- 2) WIC will continue to partner with NPAO, MCH, and FFHV to promote breastfeeding within the Division of Public Health.

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 and physical activity behaviors with individual coaching being offered to encourage behavior change and promote role-modeling.

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) Evaluate and update orientation resources 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) Review and update resources for systematic onboarding and orientation

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

Actions:

- 1) Provide trainings based on needs assessment and management evaluation results for all staff.

Objective 4: Wisconsin WIC will assess current workforce to move toward a more diverse workforce.

Actions:

- 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) Continue conversation with local agency WIC directors, potentially conduct a survey, and develop a staffing plan to update state policy to reflect the populations served.

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: Modernize EBT, MIS, and data systems to enhance service delivery.

Actions:

- 1) Complete RFP evaluation and contracting for continued WIC EBT processor services.
- 2) Prepare for vendor record digitizing by creating the framework in the MIS system utilizing the vendor portal.
- 3) Continue incorporating additional Food Delivery Portal template requirements in MIS system reporting.

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

Actions:

- 1) Continue participating in an advisory role in the Midwest States WIC Online Ordering Project (MSWOOP) through development, UAT, pilot and rollout. Contribute to training and communications planning as a subject matter expert.
- 2) Contract with vendor to develop convenience store POS system with eWIC capability and authorize over 450 new WIC vendors.
- 3) Work with EBT Processor to configure the system to be prepared to expand the MSWOOP project into Wisconsin after successful pilot.

Objective 3: Enhance program integrity efforts through rulemaking, data mining, and updating vendor materials.

Actions:

- 1) Determine what changes are needed to current documents and policies when final vendor rule is published to implement changes.

- 2) Update process to create the high-risk vendor list adding new high-risk indicators as necessary.
- 3) Continue interactive virtual vendor training for 50% of vendors each calendar year.