

FY 2025 WISCONSIN WIC PROGRAM GOALS AND OBJECTIVES

The following represents the goals and objectives of the Wisconsin WIC Program for FY 2025.

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) 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.
- 2) Evaluate nutrition services plan and consider extending another year.

Objective 3: The Wisconsin WIC Program will implement the USDA Revised Risk Criteria by the designated effective date.

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: The WI WIC Program will increase the percent of WIC enrolled infants who are:

- Breastfed at 6 months from 45.5% to 48%.
- Exclusively breastfed at 3 months from 29.5% to 32 %.

(Data source: WIC ROSIE Report BFQ2001-1 *Run Date 4/1/2024*)

Actions:

- 1) Establish timely, consistent breastfeeding promotion, education, and support for 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.

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 statewide rollout and support of Online Nutrition Education (ONE) at local agencies.

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: modernize the scheduler, integration of modern data visualization tools, two way messaging, and customized surveys.
- 3) Create MIS change request and begin development for vendor portal architecture enhancements. The updates will allow the portal to utilize new browser technology for mobile devices including tablets and mobile phones which will allow online vendor applications and uploads of related documents.
- 4) Complete contract amendment with EBT processor and begin planning and development to expand Gretchen Swanson Center for Nutrition Online Shopping

Pilots for Walmart and HyVee 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 and partner with the Chronic Disease Prevention Unit, Maternal and Child Health Program (MCH), Family Foundations Home Visiting (FFHV), to advance coordinated breastfeeding and lactation promotion, education, and support for WI families.

Actions:

- 1) Continue partnership and collaboration efforts across programs at the state and local level. Look to establish new partnerships as able and appropriate.

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, Nutrition Coordinators, and Breastfeeding Coordinators.
- 2) Review and update training plans and resources 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) Develop a paraprofessional policy modeled from other Midwest region states.
- 2) Conduct and analyze a WIC workforce survey adapted from Minnesota WIC.

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) Work with MIS contractor to create functionality to upload vendor application information via spreadsheet and eliminate the need to hand-key individual corporate chain applications.
- 2) Complete digitizing vendor records including validation of authorized vendor files, disposal of paper copies, tracking terminated vendor records until record retention period is complete, and creating a process to track compliance files.
- 3) Continue refining Food Delivery Portal template requirements in MIS system reporting.

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

Actions:

- 1) Submit waiver requests to FNS for online shopping using the PIN based and PINless technologies.
- 2) Continue status meetings with ARPA Shopping Experience Improvement grantee, participate in system testing and certification, and authorize new vendors according to implementation plan. Create a communication plan for local WIC agencies and participants.
- 3) Continue meeting with EBT processor and HyVee to create a project plan to implement online shopping using the MSWOOP model. Create a plan to expand the Walmart online shopping project after a successful pilot. Negotiate EBT contract amendment for online shopping support and ongoing services.

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

Actions:

- 1) Update the Vendor Agreement and Vendor Manual in response to the final published vendor online shopping rule and in preparation for vendor re-application. Begin effort to update state statute and administrative rule.
- 2) Review proposed vendor rule planned for early 2025 and submit public comments.
- 3) Continue interactive virtual vendor training for 50% of vendors each calendar year.