

**MISSOURI WIC STATE PLAN- SECTION 1
2014 GOALS AND OBJECTIVES**

I: Vendor Management

GOAL 1: Maintain program integrity for vendor management

GOAL 1, OBJECTIVE 1: By September 30, 2014, improve the efficiency of the vendor monitoring process and assure compliance with USDA requirements.

Strategy:

1. Identify any areas where revisions are needed and implement those revisions to monitoring tools to improve vendor monitoring.

Activities:

- a. Ensure all vendor monitoring is completed by July 31st. Coordinate vendor monitoring with the LWP monitoring schedule to maximize efficient use of staff resources.
- b. Schedule staffs' vendor monitoring by geographical location to maximize travel resources and reduce travel time between vendors.
- c. Perform additional on-site revisits to ensure vendors are maintaining competitive pricing and sufficient WIC inventory.
- d. Participate in any vendor coordinator meetings and/or training conducted in the USDA Mountain Plains Region or another USDA Region. Send appropriate WIC staff to cover the tracks offered.

GOAL 1, OBJECTIVE 2:

By September 1, 2014 develop additional resources, services and training for vendors to ensure their ability to meet program requirements related to the new food packages changes.

Strategies:

1. Revise web-based educational materials to include updated new WIC Approved food list information for vendors.

Activities:

- a. Update current electronic and web-based training information for vendors accordingly.
 - b. Develop new website information sheets for vendors showing the new and deleted approved foods on the WIC Approved Food List and their minimum stocking requirements.
2. By July 1, 2014, create new training materials for annual vendor training and to be sent out to vendors that will result in more efficient program operations.

Activities:

- a. Develop additional web-based training modules for use by the vendor's point of sale WIC transactions.
- b. Provide additional training to state staff that will improve technical assistance provided to the local WIC agencies regarding the WIC checks and the problems being encountered by vendors.
- c. Provide additional training to state staff to increase their efficiency in dealing with vendor issues.

II: Nutrition Services

GOAL 1: Improve nutrition services provided to WIC participants in Missouri.

GOAL 1, OBJECTIVE 1: By September 30, 2014, evaluate Missouri WIC technology needs for providing nutrition education to participants.

Strategies:

1. Assess the feasibility and merit of using social media site(s) in Missouri WIC.

Activities:

- a. Explore purchase of WIC specific ads to provide for DHSS Facebook page.
- b. Create guidance for use of social media within local WIC providers (LWPs).
- c. Add Facebook page/link information to LWP database

2. Assess use and success of WIC online education that is available to WIC participants.

Activities:

- a. Review MO WIC online education regarding participant usage to determine baseline of current nutrition education online usage.
- b. Investigate the use of Adobe Captivate for WIC online education.
- c. Investigate what other online education is available in other WIC state agencies.
- d. Survey local agencies regarding additional online learning topics are needed/wanted by/for WIC participants.

GOAL 1, OBJECTIVE 2: Continue to develop local WIC provider and State WIC office staff in order to offer WIC services which are based on best-practice.

Strategies:

1. Coordinate with the Missouri WIC Association to provide training to local and state agency staff through the Biannual WIC Conference planned for October 2014.

Activities:

- a. Survey state and LWP staff regarding desired topics/speakers for WIC Conference.
- b. Collaborate with the MO WIC Association to plan the program for the Biannual WIC Conference that is scheduled for October 2014.

2. Continue developing the Program for Dietetic Interns (PDI).

Activities:

- a. By April 30, 2014, provide Registered Dietetic (RD) exam prep resources and/or offer PDI didactic courses for LWP nutritionists that have completed a dietetic internship or coordinated program and have not yet taken or passed the RD exam.
- b. By May 31, 2014, participate in the 2014 Missouri Dietetic Association Annual Meeting in Missouri. Send two (2) PDI staff (PDI Director and PDI Coordinator) to the meeting to determine new strategies and methods for recruiting dietetic preceptors and promoting PDI to potential interns.
- c. By July 31, 2014, participate in the 2014 Area Dietetic Educators of Practitioners Annual Meeting (location to be determined). Send two (2) PDI WIC staff (PDI Director and PDI Coordinator) to the annual meeting to determine new strategies and methods for educating dietetic practitioners.
- d. By November 30, 2014, participate in the 2014 Academy of Nutrition and Dietetics Food & Nutrition Conference & Expo (FNCE) in Houston, Texas. Send two (2) PDI WIC staff (PDI Director and PDI Coordinator) to the meeting to determine new strategies and methods for educating dietetic practitioners and recruiting dietetic preceptors as well as changes in accreditation standards.
- e. Provide stipend to interested LWPs with a nutritionist that is participating in PDI.
- f. Continue making changes to PDI program to meet ACEND standards.

3. During FFY 2014, encourage state Registered Dietitians (RD) and local agency RDs to participate in the Academy of Nutrition and Dietetics Certificate of Training in Childhood and Adolescent Weight Management and/or the Certificate of Training in Adult Weight Management or other WIC applicable accredited training.

Activities:

- a. Find the locations of Academy of Nutrition and Dietetics trainings and if none available in MO, find out what other accredited trainings on these topics are available.
- b. Send 2 state RDs to this training.
- c. Send local WIC providers RDs to participate in these Academy of Nutrition and Dietetics trainings.

4. Provide leadership training to state and/or local agency nutritionist staff.

Activities:

- a. Research when the NWA Leadership Academy will be conducted during FFY 2014 and identify a state staff person for this track.

- b. Rita Arni, State Nutrition Specialist, will participate in the 2013/2014 NWA Leadership Academy.
 - c. Develop a plan to encourage local agency staff to participate in the NWA Leadership Academy.
5. Continue to work on providing resources to local WIC providers who serve culturally diverse populations.

Activities:

- a. Conduct a survey among local WIC staff to determine needs (date/type of workshop/webinar/training etc.)
 - b. Conduct an Annual Needs Assessment Survey for Translated Resource Items among local WIC providers.
 - c. Develop plans based on survey results.
 - d. Search availability of useful program/webinar trainings related to our target populations (low income and culturally diverse populations).
6. Assess the training needs for LWP staff in providing services to WIC participants.

Activities:

- a. Evaluate information collected from NTI and WIC training evaluations to determine additional needs for LWP staff.
 - b. Determine if local and state agency nutritionists would benefit from an ethics in practice training.
 - c. Determine if the University of Minnesota National Maternal Nutrition Intensive Course webinar is still desired by LWP and State office staff and provide if determined to be needed/wanted.
7. With involvement from the Formula Task Force, assess need to provide a guide or training tool to help LWP Nutritionists and CPAs to better understand the different kinds of formula and their appropriate uses.

Activities:

- a. Assess what other state WIC agencies have available for educating staff on exempt formulas.
- b. Determine if webinar training would be better for communicating formula information to staff vs. a face to face training.

GOAL 1, OBJECTIVE 3: By September 30, 2014, create and manage WICNS program training courses in Adobe Software, e-Learning, training curriculums and events.

Strategies:

- 1. Continue converting identified WICNS trainings to e-Learning.

Activities:

- a. Continue to convert areas of WIC Basic Orientation to e-Learning.
- b. Convert applicable PDI trainings to e-Learning.
- c. Integrate training curricula with learning management system (LMS) tracking database.
- d. Continue to manage online training registration process for participant WIC trainings via the web.
- e. Develop engaging e-Learning activities for learners using cases, scenarios and applications.
- f. Coordinate with other program staff employed in state government in uses of Adobe Captivate.

GOAL 2: Improve Maternal, Infant and Child Nutrition Health Status of Participants in the Missouri WIC Program.

GOAL 2, OBJECTIVE 1: By September 30, 2014, increase breastfeeding initiation and duration rates within the Missouri WIC program, as measured by an:

- Increase in the percent of infants participating in WIC who are “breastfed ever” from 63.5 % (2012 State WIC MOWINS Reports) to 81.9% by 2015.
- Increase in the percent of infants participating in WIC who are breastfed at least six months from 14.2% (2012 State WIC MOWINS Reports) to 60.6% by 2015.

Strategy:

1. By September 30, 2014, enhance breastfeeding support and promotion within WIC through training, partnerships, and local and state agency staff development using evidence-based strategies.

Activities:

- a. Continue training local WIC staff through, “Using Loving Support to Grow and Glow in WIC” training, Breastfeeding Coordinator training and Breastfeeding Peer Counseling (BFPC) training and Quarterly Peer Counselor Meetings. The BFPC training will include the updated materials provided by FNS.
- b. Depending upon funding, continue implementing the “Breastfeeding Community Partnership Special Funding Project”. The goal of the project is to create and improve breastfeeding partnerships between local WIC agencies and healthcare professionals, employers and other community partners using evidence-based outreach methods.
- c. Provide recognition to agencies that have met the qualifications to become a “Breastfeeding Friendly WIC Clinic” and to continue working with other WIC agencies to implement the criteria.
- d. Continue developing single topic breastfeeding education sheets and post on the WIC website to be available for local WIC provider staff and WIC participants.

- e. Offer the 18 Hour Basic Breastfeeding Course for WIC staff and healthcare professionals. This course is a requirement for agencies implementing the Breastfeeding WIC Clinic Criteria.
- f. Expand the BFPC program statewide by having 5 additional local WIC providers offer BFPC services.
- g. Send the WIC Breastfeeding Coordinator, Breastfeeding Peer Counseling Coordinator and 1 State RD to the National WIC Association, Nutrition and Breastfeeding Conference in September 2014.
- h. Implement a statewide initiative to increase lactation support in the workplace using the model created by the US Department of Health and Human Services, "*The Business Case for Breastfeeding*".
- i. Implement the Missouri Show Me 5 Hospital Initiative to encourage hospitals to implement the Ten Steps to Successful Breastfeeding of the Baby Friendly Hospital Initiative.

GOAL 2, OBJECTIVE 2: Decrease the percent of Missouri children age 2 – 5 who are obese, as measured by a:

- Decrease in the percent of children, 2- 5 years old, who are obese (BMI- for-age \geq 95th percentile) from 10.7% (2005-2008 NHANES) to 9.6% (2020 Healthy People goal for children age 2-5).

Strategies:

1. By September 30, 2014, provide guidance to LWPs to implement Fit WIC MO strategies or other evidence based health strategy in 100% of clinics.

Activities:

- a. Assist LWPs in writing an appropriate Fit WIC MO or other evidence based health strategy in each local agency plan (LAP).
 - b. Prepare guidelines and offer the option to become a child friendly WIC Clinic.
 - c. Document evidence based health activities through photos and LWP reports.
 - d. Educate and encourage LWP's to collaborate with community organizations addressing childhood obesity through evidence based strategies.
2. By September 30, 2014, provide educational materials needed to assist in implementation of evidence based health strategies such as Fit WIC MO or Fit Tastic.

Activities:

- a. Update currently available resources with new physical activity guidelines.
 - b. Update Child's Section of the Nutrition Training Manual.
 - c. Provide new resources and trainings that are determined necessary.
3. Investigate other opportunities relating to decreasing childhood obesity.

Activities:

- a. Collaborate with other DHSS programs to address childhood obesity.
- b. Assess what nutrition related literature could be shared with CFNA.

GOAL 3: Develop internal procedures for the creation of the MO WIC Approved Food List and Food and Formula Reference Guide (FFRG).

GOAL 3, OBJECTIVE 1: By September 30, 2014, develop objective-based selection criteria and internal procedures for determining WIC approved foods.

Strategies:

1. Develop objective-based food selection criteria and procedures for selecting foods for the WIC approved food list (Effective: October 1, 2015).

Activities:

- a. Establish a team of internal and external customers to assist in development of WIC Approved Food List Effective October 1, 2015.
 - b. Develop surveys for obtaining information from LWPs and WIC participants about the food list.
 - c. Develop Internal Procedures for development of the WIC Approved Food List.
 - d. Develop an action plan for the food list that begins October 1, 2015.
 - e. Gather information on WIC approved food selection criteria, revise WOM Policy # 2.06700 Food Selection Criteria and submit to MPRO for approval.
2. Gather information for developing the new WIC approved food list (Effective: October 1, 2015).

Activities:

- a. Conduct a survey to obtain feedback on the new WIC approved food list (Effective: October 1, 2013) and approved food items from local WIC providers.
- b. Conduct a survey to obtain feedback on the new WIC approved food list (Effective: October 1, 2013) and approved food items from participants.
- c. Utilize information obtained from the surveys for developing the WIC approved food list (Effective: October 1, 2015)

GOAL 3, OBJECTIVE 2: By September 30, 2014, develop objective-based selection criteria and internal procedures for determining WIC approved formulas. Coordinate learning opportunities about therapeutic formulas and services for WIC staff.

Strategies:

1. Review policies for infant formulas, exempt infant formulas, and WIC eligible medical foods and revise/develop policies as needed.

Activities:

- a. Review the current policies and determine needs (policies to be developed).
 - b. Develop a flow chart for adding new formulas to the WIC Food & Formula Reference Guide and MOWINS.
2. Coordinate meetings/in-service education in collaboration with programs that provide therapeutic formulas.

Activities:

- a. Coordinate meetings/in-service education in collaboration with staff from the Bureau of Special Care Needs.
- b. Coordinate meetings/in-service education in collaboration with staff from the Missouri Metabolic Formula program.
- c. Coordinate meetings with the MO HealthNet program and coordinate in-services for WIC state staff.

III. Information Systems

GOAL 1: Continue to improve the Missouri WIC Information Network System (MOWINS)

GOAL 1, OBJECTIVE 1: By September 30, 2014, continue making enhancements and eliminating defects in MOWINS.

Strategies:

1. By September 30, 2014, continue to make enhancements to MOWINS to improve the functioning of the system.

Activities:

- a. Maintain an Internet-based form (and supporting database) for local agencies and state staff to enter suggestions for enhancements.
 - b. With input from the LWP Task Force, analyze results from the database to determine enhancements that are requested and are feasible.
 - c. Prioritize enhancements.
 - d. Enter enhancements in JIRA software.
 - e. Coordinate with SPIRIT Users Group to have selected enhancements implemented.
 - f. Whenever possible, pilot enhancements to MOWINS with the LWP task force before pushing to entire state.
2. By September 30, 2014, continue to eliminate as many defects in MOWINS as possible within the year's period of time.

Activities:

- a. Identify defects in MOWINS from help desk call log and in new release testing.
- b. Use JIRA software to record the defects.

- c. Coordinate with contractor and SPIRIT Users Group (SUG)/Change Control Work Group (CCWG) to ensure defects are eliminated. Develop prioritized list of defects to ensure those that are most urgent are worked on first. Reprioritize as necessary.
 - d. Participate as a member of the SPIRIT Users Group Executive Steering Committee and attend any in- or out-of-state meetings of the group in order to represent Missouri issues and needs, provide overall direction for the application enhancements and defect fixes and work with USDA on issues of common concern to ensure the base application (SPIRIT) is working for all states that have transferred it.
 - e. Participate as a member of the SUG, Executive Steering Committee (ESC) and CCWG and attend any in- or out-of-state meetings in order to represent Missouri in the development of SUG solutions, improvement of process efficiencies, identification of goals and implementation strategies to meet the goals.
3. By September 30, 2014, analyze local WIC agency and state WIC staff user roles and security levels for access to MOWINS before implementing major releases into production.

Activities:

- a. Before implementing a major release, assess the release to determine if there are new features which require access changes or to determine if there are deleted features which would require a change in the current roles and access levels.
- b. Determine which security levels should be assigned for each user role.
- c. Communicate security level changes to local WIC provider and state WIC staff.
- d. Implement security level changes in MOWINS with each new release or as needed.
- e. Revise and maintain the annual security training for state and local agency staff on the importance of adhering to computer security policies and procedures.

GOAL 2: Continue to prepare for Electronic Benefits Transfer (EBT)

GOAL 2, OBJECTIVE 1: By September 30, 2014, begin development of resource items needed for the EBT Implementation project.

Strategies:

1. By September 30, 2014, begin development of resource items for EBT.

Activities:

- a. Establish the WIC EBT resource task group including state staff and local WIC provider representatives to work on resource items:

Activities:

- a. Determine needs of new resources and develop as needed.
- b. Determine card strategy acquisition.
- c. Determine pin pad acquisition and distribution schedule to LWPs.
- d. Determine the size of new food list and layout.

- e. Develop new WIC ID folder.
- f. Complete a project and provide a new ID folder to pilot local WIC providers.
- g. Develop strategy to utilize mobile technology for distribution of WIC information to participants and the general public.

GOAL 2, OBJECTIVE 2: By September 30, 2014, complete information about WIC approved food items needed for the EBT food database.

Strategies:

- 1. Begin building a database for WIC EBT foods.

Activities:

- a. Gather information including a UPC code for each food item and formula from manufacturers.
- b. Work with entity developing UPC database for accuracy and completeness of database for populating database, updating, maintaining, and distribution of data to MOWINS and to NUPC.

GOAL 2, OBJECTIVE 3: By September 30, 2014, attend training/meetings to continue to learn about EBT implementation.

Strategies:

- 1. By September 30, 2014, attend trainings/meetings to learn more about EBT.

Activities:

- a. Attend EBT user group meetings as scheduled.
- b. Visit other EBT states as necessary to prepare for implementation of EBT.
- c. If IAPD is approved, take appropriate next steps.

GOAL 3: Utilize mobile technology as appropriate to enhance WIC Operations

GOAL 3, OBJECTIVE 1: By September 30, 2014, develop smart phone apps as appropriate.

Strategies:

- 1. By September 30, 2014, develop WIC smart phone apps as appropriate.

Activities:

- a. Develop QR codes as requested by state staff to be placed on WIC publications.
- b. Work with ITSD to have the current WIC Locations link changed to a smart phone app.
- c. Research additional opportunities to create WIC smart phone apps.

IV: Organization and Management

GOAL 1: Improve customer service to local WIC agencies, vendors and other stakeholders.

GOAL 1, OBJECTIVE 1: By September 30, 2014, implement regular communication methods with local WIC agencies and vendors that enhance their ability to provide high quality services to WIC participants.

Strategies:

1. Create multiple opportunities to meet with local WIC providers and vendors to share program updates, answer questions and address issues.

Activities:

- a. Meet quarterly with the Missouri WIC Association board and the DHSS Director's Advisory Council for Local Public Health to share information and solicit input on program issues.
 - b. Conduct or participate in at least annual meetings with local agency WIC staff in the Department Districts to share information and listen to issues and concerns facing local WIC providers.
 - c. Meet at least quarterly with the Missouri WIC Vendor Committee to address vendor-related issues and solicit input.
2. Conduct regular planning and team building meetings/conferences/training to improve staff communication skills with agencies, vendors and other stakeholders.

Activities:

- a. Conduct a team building training for state WIC staff during at least one upcoming quarterly WIC staff meeting. The topic selected will be applicable to all state WIC staff and contain immediately usable content to improving staff communication with local agencies and vendors.
- b. Begin planning for the October 2014 Missouri WIC Conference to bring together the local and state staffs and other stakeholders.

GOAL 2, OBJECTIVE 2: By September 30, 2014, WIC State Office staff will participate in regional/national WIC-related meetings and conferences to improve program knowledge and operations that assure USDA requirements are met.

Strategies:

1. By October 31, 2013, participate in the Mountain Plains Region WIC Directors meeting in Wyoming. Send the WIC director and any other staff (e.g., vendor coordinator, nutrition coordinator, etc.) as requested.
2. By March 30, 2014, participate in the NWA Leadership Conference in Washington, DC. Send the WIC Director and Nutrition Coordinator to attend the conference and meet with Missouri Representatives and Senators to provide a program update.
3. By May 31, 2014, participate in the 2014 NWA Annual Conference in Pittsburgh, Pennsylvania. Send four (4) WIC staff to attend the conference and cover the four training tracks offered.
4. By June 30, 2014, participate in the ASTPHND Annual Conference. As Treasurer of this organization, Takako Tagami is required to attend this annual conference and business meeting.
5. By September 30, 2014, participate in the NWA Program Integrity and Technology conference. Send three (3) staff to attend the conference to cover the Vendor, MIS and EBT tracks.

GOAL 2, OBJECTIVE 3: By September 30, 2014, offer leadership training to selected Local Agency staff by sponsoring participation in regional/national WIC-related trainings and

conferences to improve program knowledge and operations that assure best practice of the USDA requirements are met.

Strategies:

1. By September 30, 2014, research the dates and requirements for the 2014 NWA Leadership Academy and develop requirements to offer scholarship to a LWP WIC staff person.
2. By March 30, 2014, develop application requirements for scholarships to send 2 LWP staff to the NWA Leadership Conference in Washington, DC.

VIII. Certification Eligibility and Coordination of Services

GOAL 1: Improve nutrition services provided to WIC participants in Missouri.

GOAL 1, OBJECTIVE 1: By September 30, 2014, continue making enhancements to the Missouri WIC network information system (MOWINS) to address changes consistent with USDA nutrition services requirements.

Strategies:

1. By September 30, 2014, continue to identify changes needed in MOWINS to assure nutrition data is collected according to USDA standards.

Activities:

- a. Continue working with the SPIRIT SAM Super Users Group to prioritize and fix problems.
- b. Review risk factors and revise when USDA makes changes.