FFY 2011 GOALS AND OBJECTIVES

Nutrition Services and Breastfeeding, Customer Service and Vendor Management

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

GOAL 1, OBJECTIVE 1: By September 30, 2011, evaluate the Missouri WIC network information system (MOWINS) for ease in assigning risk factors consistent with USDA nutrition services requirements and determine what enhancements if any are needed.

**Strategy:**
1. By March 31, 2011, identify changes needed in MOWINS to assure nutrition data is collected according to USDA standards.
   **Activities:**
   a. Assess and enhance components related to growth charts (enlarging the preview screen and plotting based on adjusted gestational age) in MOWINS in accordance with USDA requirements.
   b. Work with the SPIRIT SAM Super Users Group to prioritize and fix problems.

GOAL 1, OBJECTIVE 2: By September 30, 2011, evaluate Missouri WIC agency documentation methods to provide quality nutrition services for Missouri WIC participants.

**Strategies:**
1. By September 30, 2011, evaluate and implement improvements in the nutrition services provided to high risk participants.
   **Activities:**
   b. Determine what is required for standard documentation to be compliant with USDA Nutrition Services Documentation.

2. Conduct a pilot for tele-nutritionist to provide nutrition education to WIC participants via facial recognition technology such as SKYPE.
   **Activities**
   a. Determine what current local WIC providers will participate in the pilot.
   b. Develop and implement action plan.
   c. Evaluate success of tele-nutritionist midway into pilot. Determine if tele-nutritionist is successful and replicate if indicated.

GOAL 1, OBJECTIVE 3: By September 30, 2011, provide at least two additional training opportunities for local WIC provider staff that enables them to comply with USDA nutrition services standards.
Strategies:
1. By December 31, 2011, identify what additional trainings are needed by local agency staff to assure services are provided to be consistent with the value enhanced nutrition assessment philosophy.
   Activities:
   a. Survey local agency staff to ascertain needs to provide training on participant centered education.
   b. Determine state and local agency needs to conduct poverty simulation training for staff.
   c. Continue to develop the competency checks of local agency staff to address participant nutrition education.

2. By June 30, 2011, train designated LWP staff on nutrition services documentation.
   Activities:
   a. With local agency input determine designated staff should attend the nutrition services documentation training.
   b. Assess the possibility of using a variety of training methods for conducting this training, e.g. web based training, face to face training, etc.
   c. Conduct the nutrition services documentation training throughout Missouri.

GOAL 2: Improve health outcomes of WIC participants.
GOAL 2 OBJECTIVE 1: By September 30, 2011, 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 55.1% (2008 PedNSS) to 75% by 2015.
- Increase in the percent of infants participating in WIC who are breastfed at least six months from 17.9% (2008 PedNSS) to 50% by 2015.

Strategy:
1. By September 30, 2011, 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 BFPC training.
   b. Continue to create breastfeeding partnerships between local WIC agencies and healthcare providers, employers and other community partners through special funding grants using evidence-based outreach methods.
   c. Implement a “Breastfeeding Friendly WIC Clinic” initiative.
   d. Host Missouri WIC conference with several topics presented on breastfeeding and peer counseling.
   e. Continue developing single topic breastfeeding education sheets and include on the WIC website to be available for local WIC provider staff and WIC participants.
   f. Offer a 45 hour IBCLC preparation course and host 2 other 18 hour breastfeeding courses in other parts of the state.
g. Expand the BFPC program statewide by having 20 additional local WIC providers offer BFPC services.

h. Incorporate two regional Breastfeeding Coordinator positions at two different local WIC agencies to support peer counselors at agencies that do not have staff to support advance lactation issues and to mentor staff that are on the path of becoming an IBCLC.

GOAL 2, OBJECTIVE 2: By September 30, 2011, decrease the percent of Missouri children who are at risk for obesity and overweight, as measured by a:

- Decrease in the percent of children, 2-5 years old, who are overweight (BMI-for-age ≥95th percentile) from 13.9% (2008 PedNSS) to 2020 Healthy People goal for children.

- Decrease the percent of children, 2-5 years old, who are at risk of overweight (BMI-for-age >85th percentile to <95th percentile) from 16.8% in 2008(PedNSS data) to 2020 Healthy People goal for children.

Strategies:
1. By October 15, 2010, finalize plans with the Missouri WIC Association for the October 2010 WIC Conference.
   Activities:
   a. Request LPW participation in the planning of the WIC Conference.
   c. Survey the LWPS to help determine the topics of interest for the conference presentations.

2. By October 15, 2010, with input from the LWPs develop the WIC Conference agenda.
   Activities:
   a. Agenda topics should include tracks on Nutrition/Breastfeeding, Administration and Clerical with emphasis on breastfeeding, obesity/overweight and MOWINS.
   b. Determine funding needs for LWP staff to attend the conference.
   c. Determine what, if any, additional breakout sessions are needed to address breastfeeding peer counseling, MOWINS problems, or business meetings between LPWS and State WIC office staff.

3. By October 31, 2010, determine need to send LPW staff to American Dietetic Association (ADA) sponsored weight management trainings.
   Activities:
   a. Locate where the Childhood Weight Management training course and the Adult and Adolescent Weight Management training course will be conducted.
   b. Provide additional funding to LWPS to send registered dietitians to the ADA sponsored trainings.
   c. Assess success of training via an evaluation of RD’s who attended the Weight Management Trainings.
GOAL 3: Increase WIC participants’ use of the new WIC approved foods.

GOAL 3, OBJECTIVE 1: By September 30, 2011, educate LWP staff on the effect the new food packages had on participant intake.

Strategies:
1. By September 30, 2011, create education materials for LWP to use with participants based on NATFAN survey results and local WIC agency input.
   Activities:
   a. Assess new food package implementation using data NATFAN survey data and local WIC agency input.
   b. Create a webinar training for LWP and other stakeholders based on survey findings.
   c. Monitor the new food package implementation to identify problems the local agencies are having with educating participants about this new food package.
   d. Continue to design food package issuance reports to monitor the food package issuance status for all categories.

2. By September 30, 2011, assure that WIC participants are easily able to find WIC approved foods at WIC vendors, and utilize them to receive nutritional benefits.
   Activities:
   a. Assure that the Missouri WIC Approved Food List (Effective Period: October 1, 2011 – September 30, 2013) includes enough selection choices and varieties for each WIC food item.
   b. Conduct a survey among local WIC staff (WIC Coordinators or WIC Nutrition Coordinators) to obtain feedback on accessibilities and availabilities of WIC foods in the area where their participants shop.
   c. Make tasty, easy, and low-cost recipes that WIC participants can cook using WIC approved foods available through the Missouri WIC program website.
   d. Develop sample lesson plans to provide interactive nutrition classes and teach utilization of WIC foods to WIC children and their families.

GOAL 4: Improve vendor management.

GOAL 4, OBJECTIVE 1: By September 30, 2011, improve the efficiency of the vendor monitoring process and assure compliance with USDA requirements.

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

**GOAL 4, OBJECTIVE 2: By September 1, 2011 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 new web-based educational materials to include updated new food information for vendors.
   **Activities:**
   a. Revise and update current electronic and web-based training information for vendors to include updated new food information and the final rule food package changes.
   b. Develop website information sheets for vendors showing the approved foods on the WIC Approved Food List and their minimum stocking requirements.

2. By July 1, 2011, identify the areas vendors are non-compliant with and create new training materials 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 vendors relating to the new food packages changes and the impact of the change at the point of service.
   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.

**GOAL 5: Maintain and improve the new Missouri WIC Information Network System (MOWINS)**

**GOAL 5, OBJECTIVE 1: By September 30, 2011, make enhancements and eliminate defects to increase customer satisfaction of MOWINS users.**

**Strategies:**
1. By September 30, 2011, 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. Analyze results from the database to determine enhancements that are requested and are feasible.
   c. Prioritize enhancements.
   d. Enter highest-priority enhancements in JIRA software.
e. Coordinate with SPIRIT Users Group to have selected enhancements implemented.

2. By September 30, 2011, eliminate as many defects in MOWINS as possible within the year’s period of time.
   
   Activities:
   a. Identify defects in MOWINS.
   b. Use JIRA software to record the defects.
   c. Coordinate with CSC Covansys to ensure defects are eliminated. Develop prioritized list of defects to ensure those that are most urgent are worked on first.
   d. Reprioritize list as needed.
   e. 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.
   f. Participate as a member of the SPIRIT Users Group and Change Control Work Group (CCWG) and attend any in- or out-of-state meetings in order to represent Missouri in the development of SPIRIT User Group solutions, improvement of process efficiencies, identification of goals and implementation strategies to meet the goals.

GOAL 6: Prepare to Implement Electronic Benefits Transfer (EBT) in Missouri.

Goal 6, Objective 1: By September 30, 2011, complete all EBT planning activities so that Missouri WIC is ready to implement EBT.

Strategy:
1. Work with EBT planning contractor to ensure all deliverables in Request for Proposal are completed by designated time frame.
   
   Activities:
   a. Kick-off meeting.
   b. Operations analysis - impact on local WIC providers and state agency.
   c. Common card feasibility- with Missouri Supplemental Nutrition Assistance Program (SNAP).
   d. Vendor enablement strategy - analyze steps required to prepare Missouri vendors for accepting EBT.
   e. Cost benefit analysis-cost and benefit analysis of using off-line and on-line EBT and current paper check method.
   f. WIC Information system capability assessment, including infrastructure environment.
   g. Technical solution and plan.
   h. Implementation Advance Planning Document.
GOAL 7: Improve customer service to local WIC agencies, vendors and other stakeholders.

GOAL 7, OBJECTIVE 1: By September 30, 2011, 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 at least annual meetings with local agency WIC staff in the Health 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. Hold a joint WIC Conference with the Missouri WIC Association October 25-27, 2010 in Jefferson City to bring together the local and state staffs and other stakeholders.
   b. Conduct team building training for state WIC staff during at least one upcoming bimonthly 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.

GOAL 7, OBJECTIVE 2: By September 30, 2011, 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, 2010, participate in the Mountain Plains Region WIC Directors meeting in Colorado. Send the WIC director and any other staff (e.g., vendor coordinator, nutrition coordinator, etc.) as requested.

2. By February 28, 2011, develop a state to state visit using operational funds to visit at least one state that has a dietetic internship program on a part time basis.

3. By March 30, 2011, 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.
4. By May 31, 2011, participate in the 2011 NWA Annual Conference in Portland, Oregon. Send four (4) WIC staff to attend the conference and cover the four training tracks offered.

5. By May 31, 2011, participate in the 2011 Area Dietetic Educators of Practitioners Annual Meeting. Send two (2) program for dietetic interns WIC staff to the annual meeting to determine new strategies and methods for educating dietetic practitioners.

6. By May 31, 2011, participate in the 2011 Missouri Dietetic Association (MDA) Annual Meeting. Send two (2) program for dietetic interns WIC staff to the meeting to determine new strategies and methods for recruiting dietetic preceptors and promoting PDI to potential interns.

7. By June 30, 2011, participate in the ASTPHND Annual Conference. As Treasurer of this organization, Takako Tagami is required to attend this annual conference and business meeting.

8. By September 30, 2011, participate in the 2011 Commission on Accreditation for Dietetics Education (CADE) Accreditation Pre-FNCE Workshop and American Dietetic Association (ADA) Food & Nutrition Conference & Expo (FNCE) in San Diego, California. Send two (2) program for dietetic interns WIC staff to the workshop to learn new requirements for preparing the PDI self-study. Send two (2) program for dietetic interns WIC staff to the meeting to determine new strategies and methods for educating dietetic practitioners and recruiting dietetic preceptors.

9. By September 30, 2011, participate in the National WIC Association (NWA) Quarterly Board Meetings. Locations for Board meetings to be determined at a later date. Phyllis Fuller, Missouri’s Nutrition Coordinator, has been selected to represent the State Nutrition Coordinators from the Mountain Plains region to be on the Nutrition Services Section of the NWA Board.

10. By September 30, 2011, participate in the 16th Annual Maternal and Child Health Epidemiology (MCH EPI) conference in San Antonio, Texas, December 15 - 17, 2010. Christy Inskip, Senior Epi Specialist, will be attending and possibly presenting at the conference. Issues discussed at the conference address improving the health of women, children and families; sharing research; enhancing knowledge, and generating new ideas for improved MCH data.