



FFY2015 Program Enhancement Funding

Purpose

Funding is available to provide Local WIC Providers (LWPs) a mechanism to fund projects geared towards three goals:

- Improving the participant's WIC experience;
- Increasing participation;
- Increasing child retention.

Project Suggestions

WIC is the nation's premier public health and nutrition program with an overall goal to influence lifetime nutrition through positive health behaviors. Outreach is essential to ensure that all eligible people have access to WIC services. The service delivery environment of a WIC clinic greatly influences participants' opinions about their WIC experience, which increases their choice to stay with WIC as well as recommend it to other families. Families' overall experience is impacted by the physical and operational environment – by the way they feel about the comfort and appeal of the space, the efficiency and time required for the processes during the appointment, clinic hours which allow after work appointments, and the way they are treated while in the WIC office. Listed below are the five areas identified to meet the goals of improving the participant's WIC experience, increasing participation and increasing child retention:

1. Customer Service

- Texting or phone systems
- Automated reminder systems for participant appointments
 - Examples: auto dialers from companies such as Call-Em-All, www.call-em-all, One Call Now, www.onecallnow and Teletask, www.teletask.com . Other companies also provide these products. Suggest checking with neighboring local agencies for their recommendations.
- Extended clinic hours
- Establishing a satellite in underserved areas

2. Nutrition Education

- Breastfeeding Promotion
- Tablets for nutrition education
- Projects that help participants make better food choices, such as grocery store tours or cooking classes
- FIT WIC/Fit-Tastic projects
- Purchase Nutrition and Breastfeeding education materials

3. Training

- WIC-related professional development opportunities

4. Clinic Alteration

- Create a child-friendly environment
- Correct monitoring findings, such as lack of confidentiality
- Replace outdated equipment

5. Outreach

- Social media outreach to increase child retention
- Outreach for breastfeeding that supports work with hospitals, employers and child care providers.

Application Process

1. Describe your plan to address one of the three project goals, including the strategies that will be used to accomplish the goal. (Attachment A)

2. Develop a budget to show how the money will be allocated. Each expense must be in one of the categories listed below. (Attachment B)

Personnel Services

Benefits

Contract Services

Training or Classes

Equipment

Travel

Nutrition and/or Breastfeeding Educational Materials

Advertising/Media

3. Send the completed Project Funding Request to WICOperations@health.mo.gov by March 9, 2015. Copy your Technical Assistance Team.

Monitoring and Evaluation

Report the project results on the Program Enhancement Evaluation Form (Attachment C), and submit to WICOperations@health.mo.gov by October 30, 2015.

Receipts for purchased items or services must be available for State WIC staff review.