Missouri WIC PCS STRATEGIC PLAN

2015-2020

Goals for Missouri WIC PCS Implementation:

For each goal below, strategies and actions are listed to achieve these goals. There may be multiple strategies and actions for each goal.

Goal 1: Staff proficient at Participant-Centered Services skills

Goal 2: Provide efficient and effective WIC service delivery models

Goal 3: Utilize technology effectively to support WIC services

Goal 4: Define best practices for staffing roles within WIC service delivery models

Goal 5: Institute a statewide system of mentoring

Goal 6: Local agency monitoring embodies participant-centered concepts

Goal 7: Provide options for effective secondary education for participants

Goal 8: Create ongoing systems to facilitate collaboration between local and state agencies

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Goal 1:	Staff proficient at PCS skills

Strategies:
1. VENA training for nutritionists and CPAs
2. Train all state staff in PCS concepts and skills
3. Provide 5-6 regional PCS trainings to all local agency staff
4. Institute a 'PCS Resource-Library'

Strategy 1.1: VENA training for nutritionists and CPAs

Actions

Action 1.1.1: Provide VENA training

Strategy 1.2: Train all state staff in PCS concepts and skills

Actions

Action 1.2.1: Provide training on the 'Big Picture' of PCS for all State staff

Action 1.2.2: Provide more in-depth training in PCS for identified state staff

Strategy 1.3: Provide 5-6 regional PCS trainings to all local agency staff

Actions

Action 1.3.1: Provide PCS training for all local agency staff

Action 1.3.2: Provide additional PCS training based on job role and function i.e. nutritionist, certifier

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Strategy 1.4: Institute a 'PCS Resource-Library'
Actions
Action 1.4.1: Review what is currently available as a PCS resource for staff
Action 1.4.2: Create 'PCS Resource-Library'
Action 1.4.3: Publicize availability of the 'PCS Resource-Library'
Action 1.4.4: Continuously update the library

Goal 2: Provide efficient and effective WIC services delivery models
Strategies: 1. Define and share best practices in WIC service delivery 2. Define components of a 'Participant-Friendly WIC Clinic' designation
Strategy 2.1: Define and share best practices in WIC service delivery
Actions
Action 2.1.1: Ask regional teams to identify sites demonstrating exemplary service in any of the PCS domains
Action 2.1.2: Define rationale and criteria for selecting "best practices"
Action 2.1.3: Identify efficient systems within Missouri and other states
Action 2.1.4: Catalogue examples via diagrams, photos and/or video
Action 2.1.5: Create and publicize a web-based catalogue of best practices

Strategy 2.2: Define components of a 'Participant-Friendly WIC Clinic'

Actions
Action 2.2.1: Determine if implementation of 'Participant Friendly WIC Clinic' can be incentivized
Action 2.2.2: Identify components of a 'Participant-Friendly WIC Clinic' designation

Goal 3: Utilize technology effectively to support WIC services

Strategies:
1. Engage internal technology coordinator
2. Foster relationships between local and state IT staff
3. Share information to promote effective use of technology

Strategy 3.1: Engage internal technology coordinator

Actions
Action 3.1.1: Identify state level technology staff to provide overall coordination of technology initiatives

Strategy 3.2: Foster relationships between local and state IT staff

Actions
Action 3.2.1 Offer WIC orientation to all IT staff

Strategy 3.3: Share information to promote effective use of technology

Actions

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Action 3.3.1 Disseminate information from the NWA Technology and Program Integrity Conference
Action 3.3.2 Provide guidance on social media use and expectations
Action 3.3.3 Create YouTube channel with content for clients and staff

Goal 4:	Define best practices for roles within WIC system delivery models (nutritionists, certifiers, clerical)
Strategies: 1. Identify best practices within each service model	
Strategy 4.1: Identify best practices within each service model	
Actions	
Action 4.1.1: Identify best practices with each model	
Action 4.1.2: Identify individuals to participate in a workgroup from state and local agency staff	
Action 4.1.3: Evaluate potential of a district floater (sharing staff, using skype, etc.)	

Goal 5:	Institute a state-wide system of mentoring
Strategies: 1. Provide mentor training 2. Establish mentoring framework	
Strategy 5.1: Provide mentor training	

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Actions
Action 5.1.1: Provide mentor training(s) based on mentoring function i.e. state to local, peer to peer, etc.

Strategy 5.2: Establish mentoring framework

Actions
Action 5.2.1: Create peer support network
Action 5.2.2: Identify mentoring models based on different job functions ie- WIC Coordinator, Nutrition Coordinator
Action 5.2.3: Establish guidelines for site-to-site technical assistance visits
Action 5.2.4: Establish guidelines for frequency and priority of mentoring i.e. peer to peer, high risk agencies

Goal 6:	Local agency monitoring embodies participant-centered concepts

Strategies:
1. Promote consistency in LWP monitoring
2. Ongoing updates to monitoring tools to incorporate PCS concepts

Strategy 6.1: Promote consistency in LWP monitoring

Actions
Action 6.1.1: Ongoing monitoring training for state staff

Strategy 6.2: Ongoing updates to monitoring tools to incorporate PCS concepts

Actions

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Action 6.2.1: Obtain a copy of the Arizona rubric for PCS skill use
Action 6.2.2: Review current monitoring worksheet for updates
Action 6.2.3: Develop protocol for including noteworthy initiatives and accomplishments in monitoring report

Goal 7:	**Provide options for effective secondary education for participants**
**Strategies:** 1. Encourage and support a variety of secondary education options for participants 2. Promote nutrition messages for vendors
**Strategy 7.1: Encourage and support a variety of education options for participants**
**Actions**
**Action 7.1.1:** Identify resources to support a variety of secondary education options ie-group, on-line
**Action 7.1.2:** Collect and share effective lesson plans with all LWPs

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Strategy 7.2: Promote nutrition messages for vendors

Actions
Action 7.2.1: Provide nutrition message resources for vendors to display. Establish guidelines for working with local vendors on nutrition ed strategies.
Action 7.2.2: Establish guidelines for working with local vendors on nutrition ed strategies.

Goal 8:	Create ongoing systems to facilitate collaboration between local and state agencies

Strategies:
1. Develop a system to encourage LWP input into training development
2. Initiate quarterly district meetings in every district

Strategy 8.1: Develop a system to encourage LWP input into training development

Actions
Action 8.1.1: Outline a system to integrate LWP input into training development

Strategy 8.2: Initiate quarterly district meetings in every district

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