

DATA PACKET – FFY2023 Baseline and Progress Data




Data	Modernize Services	Outreach, Recruitment, Retention	Breastfeeding
 <p>For Evidence-Based Decisions</p>	 <p>Modern Services, Flexible Options</p>	 <p>Recruit/Retain Participants and WIC Staff</p>	 <p>At 6 Months of Age</p>

1

Nebraska WIC Program

5 Year Joint Goals FY 2022 - 2026

The following joint goals were developed during our 2021 state/local agency strategic planning process to be included in the State Plan.

- 
 - o **Data Goal** – Identify and use data consistently to drive evidenced-based and participant-centered decisions within WIC
- 
 - o **Modernize Services Goal** – Develop flexible options for participants and modernize services
- 
 - o **Outreach, Recruitment, Retention Goal:** Revive the value of WIC through outreach, recruitment and retention.
- 
 - o **Breastfeeding Goal:** By September 30, 2026, the percentage of WIC infants who are breastfed at 6 months of age will be greater than or equal to 35%.

The Nebraska WIC Program Mission Statement
"To make a positive difference in the nutrition and health of families and individuals by providing services in a professional and respectful manner."

11.23.21

2

Data Goal: Identify and use data consistently to drive evidence-based and participant-centered decisions within WIC.

Five-Year Measures:

- 1) Participant centered methods will be used to determine demographic characteristics and to minimize missing data
- 2) Training resources will be available for new LA directors on WIC reports and data
- 3) Accessible, meaningful data will be available before the next 5-year needs assessment and used to drive goal development

LA – BASELINE & PROGRESS DATA		
	Annl. training & resources provided for new Directors (Y/N)	Standard set of data reports available (Y/N)
Year 1: 2021 Baseline		
Year 2: 2022 Progress		
Year 3: 2023 Progress		
Year 4: 2024 Progress		
Year 5: 2025 Final		

STATE – BASELINE & PROGRESS DATA		
	Annl. training & resources provided for new Directors (Y/N)	Standard set of data reports available (Y/N)
Year 1: 2021 Baseline	N	N
Year 2: 2022 Progress	N	N
Year 3: 2023 Progress		
Year 4: 2024 Progress		
Year 5: 2025 Final		

3

Modernize Services Goal: Develop flexible options for participants and modernize services.

Five-Year Measures:

- 1) Increase in the utilization of the Journey participant portal
- 2) Increase in enrollment
- 3) Increase in utilization of benefits

LA – BASELINE & PROGRESS DATA		
	Increase in annual avg. enrollment	Increase in annual avg. redemption
Year 1: 2021 Baseline		
Year 2: 2022 Progress		
Year 3: 2023 Progress		
Year 4: 2024 Progress		
Year 5: 2025 Final		

STATE – BASELINE & PROGRESS DATA		
	Increase in annual avg. enrollment	Increase in annual avg. redemption
Year 1: 2021 Baseline	39,373	52%
Year 2: 2022 Progress	40,386	56%
Year 3: 2023 Progress		
Year 4: 2024 Progress		
Year 5: 2025 Final		

4

Modernize Services Goal: Develop flexible options for participants and modernize services.

Five-Year Measures:

- 1) Increase in the utilization of the Journey participant portal
- 2) **Increase in enrollment**
- 3) Increase in utilization of benefits

Enrollment is defined as the FFY annual average number of individuals “enrolled”. The data source is the Journey Participation with Benefits Report. Individuals “enrolled” are eligible to receive WIC benefits.

5

Enrollment Data Source—Participation with Benefits Report

The screenshot shows the 'Participation with Benefits Report' interface. On the left is a 'Reports' navigation tree with 'Participation with Benefits' selected. The main area displays report filters (Month: September, Year: 2022, Local Agency: CENTRAL NEBRASKA COMMIL) and a data table. The table has two rows: 'State Totals' and 'Local Agency/Clinic'. The 'Enrolled' and '% of Enrolled with Benefits' columns are highlighted with red arrows.

State Totals	Pregnant	Fully BF	Part BF with FB	Part BF No FB	Not BF	Total Women	Excl BF	Excl BF/ Comp	Not Excl BF	Formula	Total Infants	Child	Special Child	Total Child	Grand Total	Enrolled	% of Enrolled with Benefits
	2354	1199	1430	258	1849	7090	639	466	1859	4265	7229	19931	760	20691	35010	39361	88.95%
Local Agency/Clinic	Pregnant	Fully BF	Part BF with FB	Part BF No FB	Not BF	Total Women	Excl BF	Excl BF/ Comp	Not Excl BF	Formula	Total Infants	Child	Special Child	Total Child	Grand Total	Enrolled	% of Enrolled with Benefits

6

Modernized Services Goal: Measure #2 - Increase in enrollment (Increase in annual average enrollment)

Source of Data for Measure #2: Journey Participation with Benefits Report

State of Nebraska											
State Total											
	2020			2021 ↓			2022 ↓			Target	%
	Participation	Enrollment	%	Participation	Enrollment	%	Participation	Enrollment	%		
October	34,050	39,319	87%	34,866	38,956	90%	34,345	40,489	84.83%	35,665	96%
November	33,545	38,813	86%	34,643	38,907	89%	34,707	40,283	86.16%	35,665	97%
December	32,582	38,411	85%	34,935	39,046	89%	34,891	39,988	87.25%	35,665	98%
January	32,807	37,544	87%	34,838	39,116	89%	34,946	39,917	87.55%	35,665	98%
February	32,673	37,720	87%	34,706	38,833	89%	34,896	39,690	87.92%	35,665	98%
March	32,615	37,547	87%	34,969	38,883	90%	35,601	39,965	89.08%	35,665	100%
April	33,214	37,633	88%	34,841	39,004	89%	35,884	40,103	89.48%	35,665	101%
May	33,508	37,577	89%	34,558	39,317	88%	35,989	40,294	89.32%	35,665	101%
June	34,020	37,642	90%	34,656	39,816	87%	36,047	40,378	89.27%	35,665	101%
July	34,295	38,152	90%	34,505	39,736	87%	35,259	40,393	87.29%	35,665	99%
August	34,289	38,329	89%	34,623	40,268	86%	35,345	40,932	86.35%	35,665	99%
September	34,615	38,558	90%	34,559	40,599	85%	35,010	39,361	88.95%	35,665	98%
Average	33,518	38,104	88%	34,725	39,373	88%	35,256	40,386	85.49%	35,665	97%

7

Modernized Services Goal: Measure #2 - Increase in enrollment (Increase in annual average enrollment)

Data Source: Journey Participation with Benefits Report

Local Agency	Baseline 2021	2022	Percent Change +/-
05 CNCAP	964	929	-4%
10 DCHD	16,473	17,095	4%
20 FHS	1,159	1,162	0%
26 FS	2,068	2,176	5%
28 LLCHD	4,362	4,425	1%
30 NENCAP	3,599	3,696	3%
35 CDHD	2,378	2,497	5%
40 BV	876	881	1%
45 CAPMid	3,153	3,102	-2%
50 CAPWN	1,389	1,395	0%
65 PFHS	1,356	1,312	-3%
70 ECDHD	1,081	1,028	-5%
75 WCHR	515	507	-2%
State	39,373	40,386	3%

8

Modernized Services Goal: Develop flexible options for participants and modernize services.

Five-Year Measures:

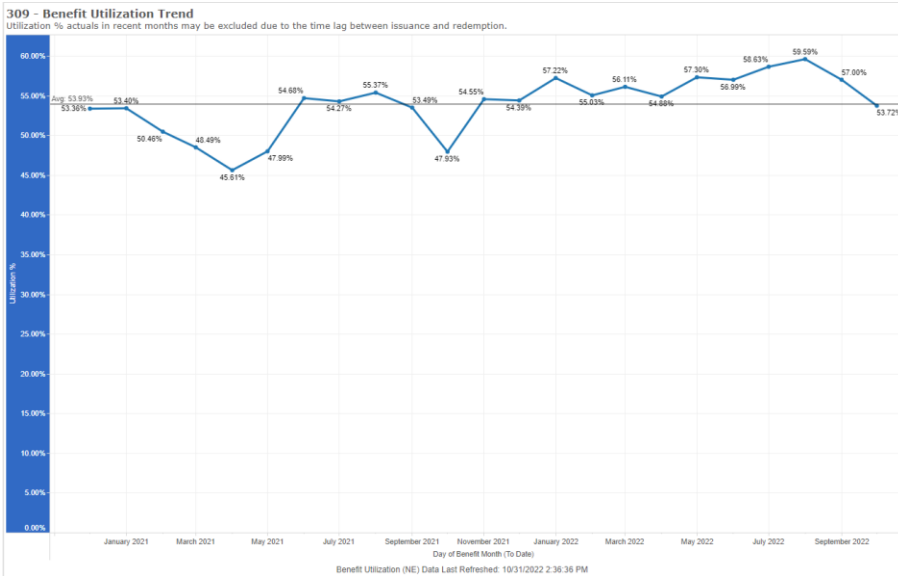
- 1) Increase in the utilization of the Journey participant portal
- 2) Increase in enrollment
- 3) **Increase in utilization of benefits**

Utilization of benefits is defined as the benefits redeemed/purchased. The percentage of use is determined by the benefits redeemed/purchased divided by the benefits issued. The percentage is obtained from the annual average percent of benefits used from the EBT Data Direct Report 309 - Benefit Utilization Trend

9

Modernize Services Goal: Measure #3, Increase utilization of benefits
 Data Source: EBT Data Direct-Report 309, FFY Annual Average Percent Utilization

State Trends for FFY2021-2022



Month of Benefit Month (To Date)	Utilization %
20-Oct	54.37%
20-Nov	55.23%
20-Dec	53.36%
21-Jan	53.40%
21-Feb	50.46%
21-Mar	48.49%
21-Apr	45.61%
21-May	47.99%
21-Jun	54.68%
21-Jul	54.27%
21-Aug	55.37%
21-Sep	53.49%
21-Oct	47.93%
21-Nov	54.55%
21-Dec	54.39%
22-Jan	57.22%
22-Feb	55.03%
22-Mar	56.11%
22-Apr	54.88%
22-May	57.30%
22-Jun	56.99%
22-Jul	58.63%
22-Aug	59.59%
22-Sep	57.00%

10

Modernized Services Goal: Measure #3 - Increase in utilization of benefits (annual average redemption)
 Data Source: EBT Data Direct-Report 309, FFY Annual Average Percent Utilization

Local Agency	Baseline 2021	2022	Percent Change +/-
05 CNCAP	57%	62%	5%
10 DCHD	50%	53%	3%
20 FHS	52%	57%	5%
26 FS	53%	57%	4%
28 LLCHD	52%	56%	4%
30 NENCAP	56%	59%	3%
35 CDHD	59%	63%	4%
40 BV	59%	62%	3%
45 CAPMid	54%	58%	4%
50 CAPWN	50%	53%	3%
65 PFHS	47%	53%	6%
70 ECDHD	60%	64%	4%
75 WCHR	56%	58%	2%
State	52%	56%	4%

11

Recruitment/Retention/Outreach Goal: Revive the value of WIC through outreach, recruitment, and retention

Five Year Measures

- 1) By the end of FY 2026, NE WIC participation will increase by 4%.
- 2) By the end of FY 2026, NE WIC will retain 90% of all WIC staff.
- 3) Annually, LAs will participate in one community collaborative event.

	4% increase in average participation	90% of all WIC staff retained
Year 1: 2021 Baseline		
Year 2: 2022 Progress		
Year 3: 2023 Progress		
Year 4: 2024 Progress		
Year 5: 2025 Final		

	4% increase in average participation	90% of all WIC staff retained
Year 1: 2021 Baseline	34,725	
Year 2: 2022 Progress	35,256	
Year 3: 2023 Progress		
Year 4: 2024 Progress		
Year 5: 2025 Final		

12

Recruitment/Retention/Outreach Goal: Revive the value of WIC through outreach, recruitment, and retention

Five Year Measures

- 1) By the end of FY 2026, NE WIC participation will increase by 4%.
- 2) By the end of FY 2026, NE WIC will retain 90% of all WIC staff.
- 3) Annually, LAs will participate in one community collaborative event.

Participation is defined as the FFY annual average number of individuals “participating”. Participation is defined by USDA as a participant having benefits issued/received. The data source is the Journey Participation with Benefits Report.

13

Participation Data Source—Participation with Benefits Report

Participation with Benefits Report
September 2022

State Totals	Pregnant	Fully BF	Part BF with FB	Part BF No FB	Not BF	Total Women	Excl BF	Excl BF/ Comp	Not Excl BF	Formula	Total Infants	Child	Special Child	Total Child	Grand Total	Enrolled	% of Enrolled with Benefits
	2354	1199	1430	258	1849	7090	639	466	1859	4265	7229	19931	760	20691	35010	39361	88.95%

Local Agency/ Clinic	Pregnant	Fully BF	Part BF with FB	Part BF No FB	Not BF	Total Women	Excl BF	Excl BF/ Comp	Not Excl BF	Formula	Total Infants	Child	Special Child	Total Child	Grand Total	Enrolled	% of Enrolled with Benefits

14

Recruitment/Retention/Outreach Goal: Measure #1 – Nebraska participation will increase by 4% (increase in annual average participation)

Source of Data for Measure #1 - Journey Participation with Benefits Report

State of Nebraska											
State Total	2020			2021			2022			Target	%
	Participation	Enrollment	%	Participation	Enrollment	%	Participation	Enrollment	%		
October	34,050	39,319	87%	34,866	38,956	90%	34,345	40,489	84.83%	35,665	96%
November	33,545	38,813	86%	34,643	38,907	89%	34,707	40,283	86.16%	35,665	97%
December	32,582	38,411	85%	34,935	39,046	89%	34,891	39,988	87.25%	35,665	98%
January	32,807	37,544	87%	34,838	39,116	89%	34,946	39,917	87.55%	35,665	98%
February	32,673	37,720	87%	34,706	38,833	89%	34,896	39,690	87.92%	35,665	98%
March	32,615	37,547	87%	34,969	38,883	90%	35,601	39,965	89.08%	35,665	100%
April	33,214	37,633	88%	34,841	39,004	89%	35,884	40,103	89.48%	35,665	101%
May	33,508	37,577	89%	34,558	39,317	88%	35,989	40,294	89.32%	35,665	101%
June	34,020	37,642	90%	34,656	39,816	87%	36,047	40,378	89.27%	35,665	101%
July	34,295	38,152	90%	34,505	39,736	87%	35,259	40,393	87.29%	35,665	99%
August	34,289	38,329	89%	34,623	40,268	86%	35,345	40,932	86.35%	35,665	99%
September	34,615	38,558	90%	34,559	40,599	85%	35,010	39,361	88.95%	35,665	98%
Average	33,518	38,104	88%	34,725	39,373	88%	35,256	40,386	85.49%	35,665	97%

15

Recruitment/Retention/Outreach Goal: Measure #1 - Nebraska WIC participation will increase by 4% (4% increase in average participation)

Data Source: Journey Participation with Benefits Report

Local Agency	Baseline 2021	2022	Percent Change +/-
05 CNCAP	869	832	-4%
10 DCHD	14,546	14,686	1%
20 FHS	944	823	-13%
26 FS	1,836	1,866	2%
28 LLCHD	3,922	3,856	-2%
30 NENCAP	3,098	3,063	-1%
35 CDHD	2,058	2,133	4%
40 BV	781	780	0%
45 CAPMid	2,839	2,778	-2%
50 CAPWN	1,230	1,256	2%
65 PFHS	1,261	1,203	-5%
70 ECDHD	931	875	-6%
75 WCHR	411	442	8%
State	34,725	35,256	2%

16

Recruitment/Retention/Outreach Goal: Revive the value of WIC through outreach, recruitment, and retention

Five Year Measures

- 1) By the end of FY 2026, NE WIC participation will increase by 4%.
- 2) By the end of FY 2026, NE WIC will retain 90% of all WIC staff.
- 3) Annually, LAs will participate in one community collaborative event.

Percent of staff retained—still in progress.

17

Recruitment/Retention/Outreach Goal: #2 - NE WIC will retain 90% of all WIC staff.

Data Source:

Local Agency	Baseline 2021	2022	Percent Change +/-
05 CNCAP			
10 DCHD			
20 FHS			
26 FS			
28 LLCHD			
30 NENCAP			
35 CDHD			
40 BV			
45 CAPMid			
50 CAPWN			
65 PFHS			
70 ECDHD			
75 WCHR			
State Agency			
Total State Average			

18

Breastfeeding Goal: By September 30, 2026, the percentage of WIC infants who are breastfed at 6 months of age will be greater than or equal to 35%.

Note: NE WIC baseline at 26% in July 2020-June 2021

Five-year Measures

- 1) Breastfeeding resources from the state are easy to access by local agency staff.
- 2) Regular communication opportunities with the state and local agencies are available.
- 3) All staff (current and new) are trained on the FNS Breastfeeding Curriculum.
- 4) At least 75% of local agencies in NE have breast pump programs.

Note: In June 2021, there were 8/13 agencies with breast pump programs (~62%).

- 5) At least 75% of local agencies in NE have BFPC programs.

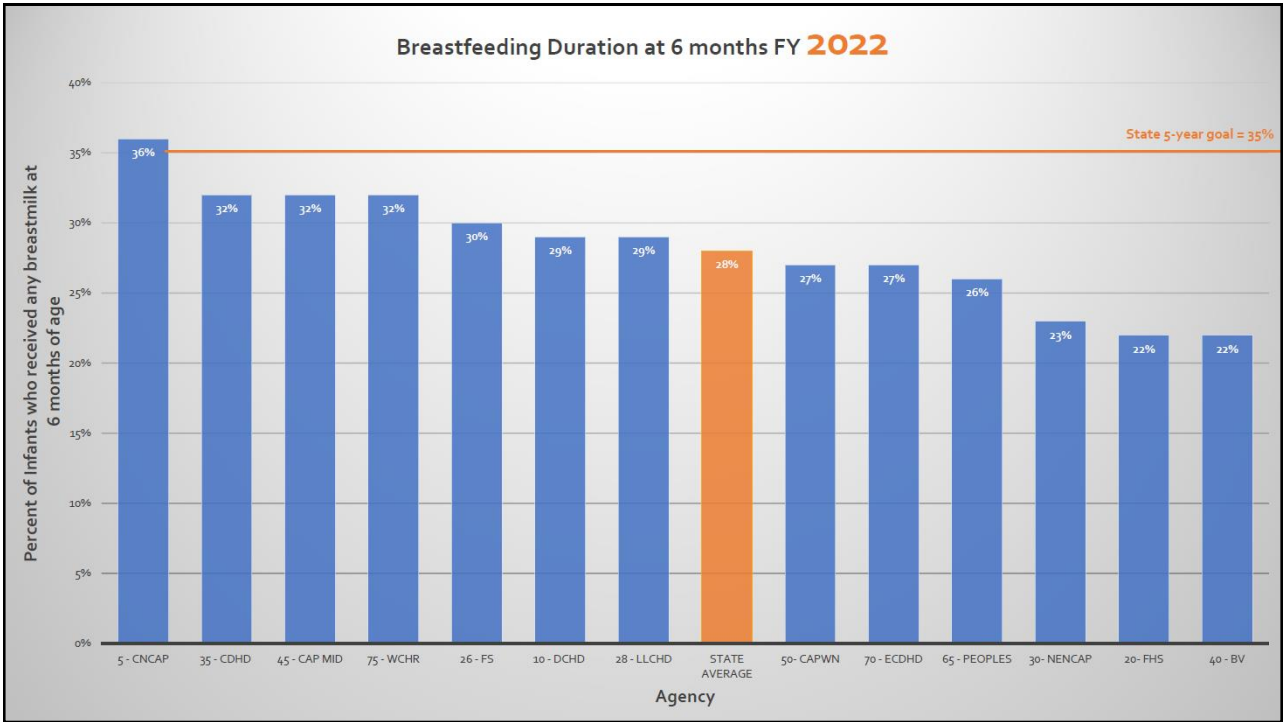
Note: In June, 2021, there were 9/13 agencies with Breastfeeding Peer Counseling programs (~69%)

LA – BASELINE & PROGRESS DATA

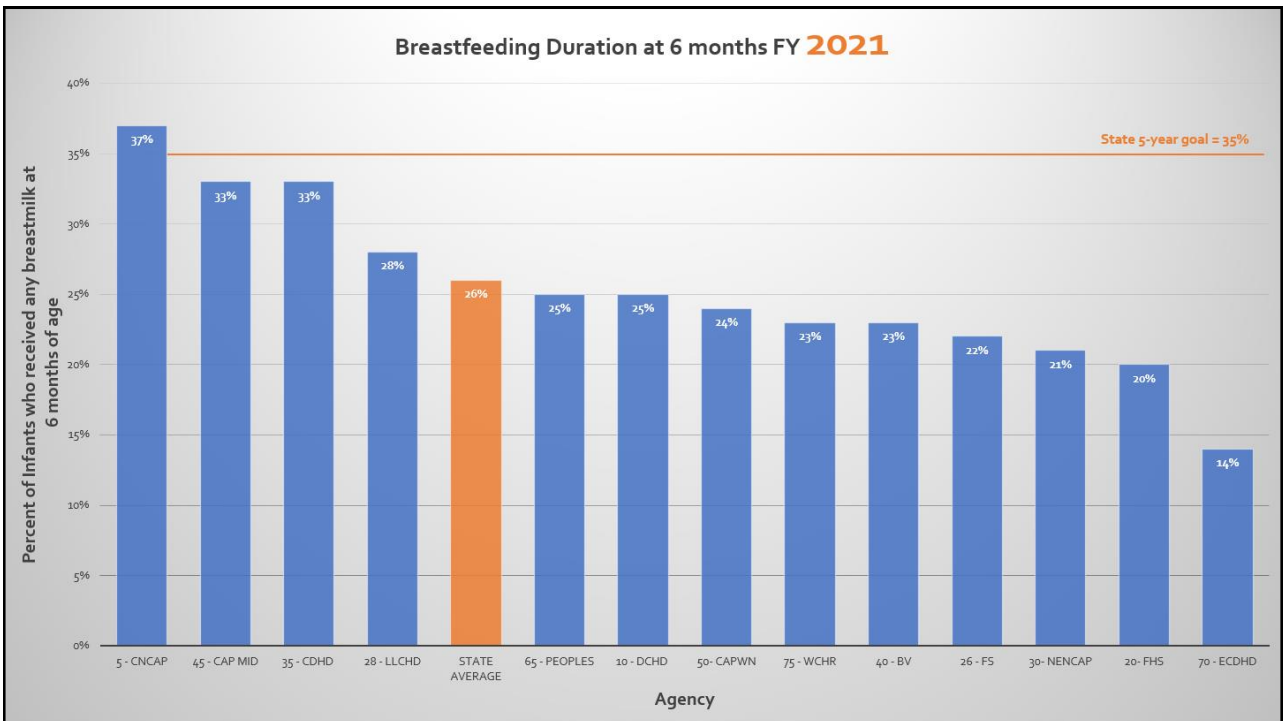
	Dates	% infants BF at 6 months
Year 1: 2021 Baseline	Baseline – July 2020 – June 2021	31%
Year 2: 2022 Progress	October 2021-September 2022	
Year 3: 2023 Progress		
Year 4: 2024 Proaress		

STATE – BASELINE & PROGRESS DATA

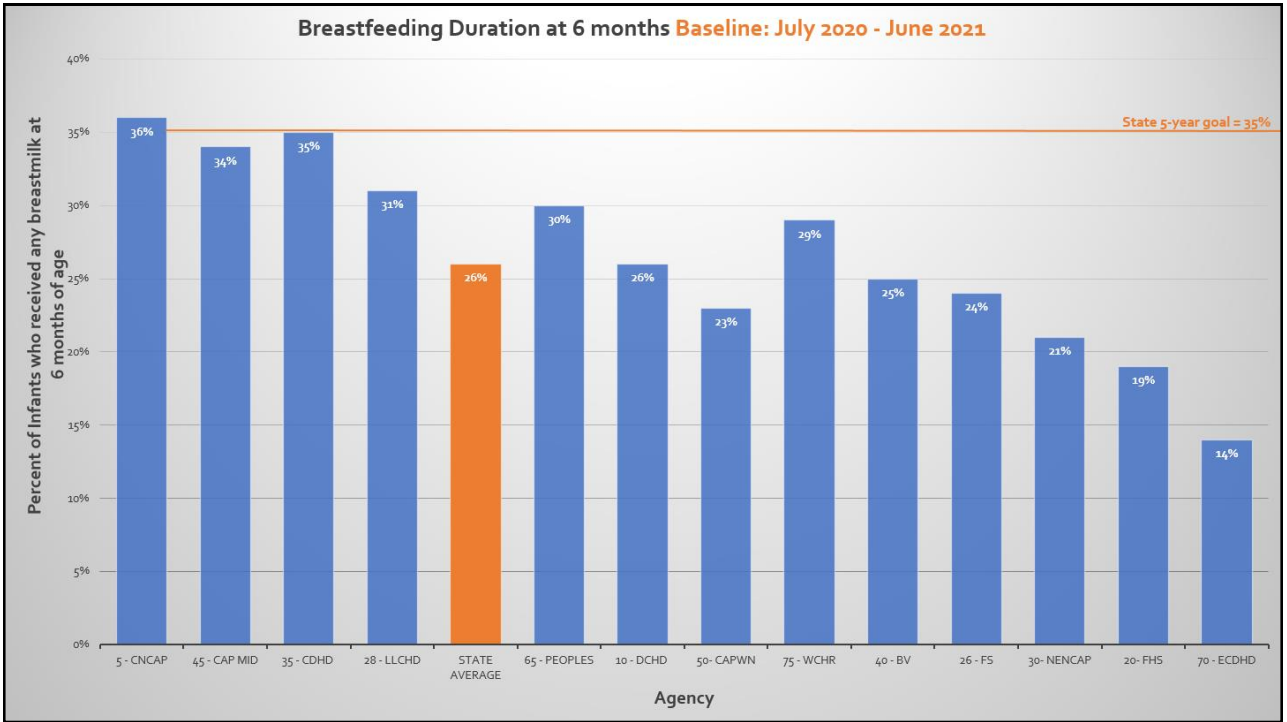
	Dates	% infants BF at 6 months
Year 1: 2021 Baseline	Baseline – July 2020 – June 2021	26%
Year 2: 2022 Progress	October 2021-September 2022	
Year 3: 2023 Progress		
Year 4: 2024 Proaress		



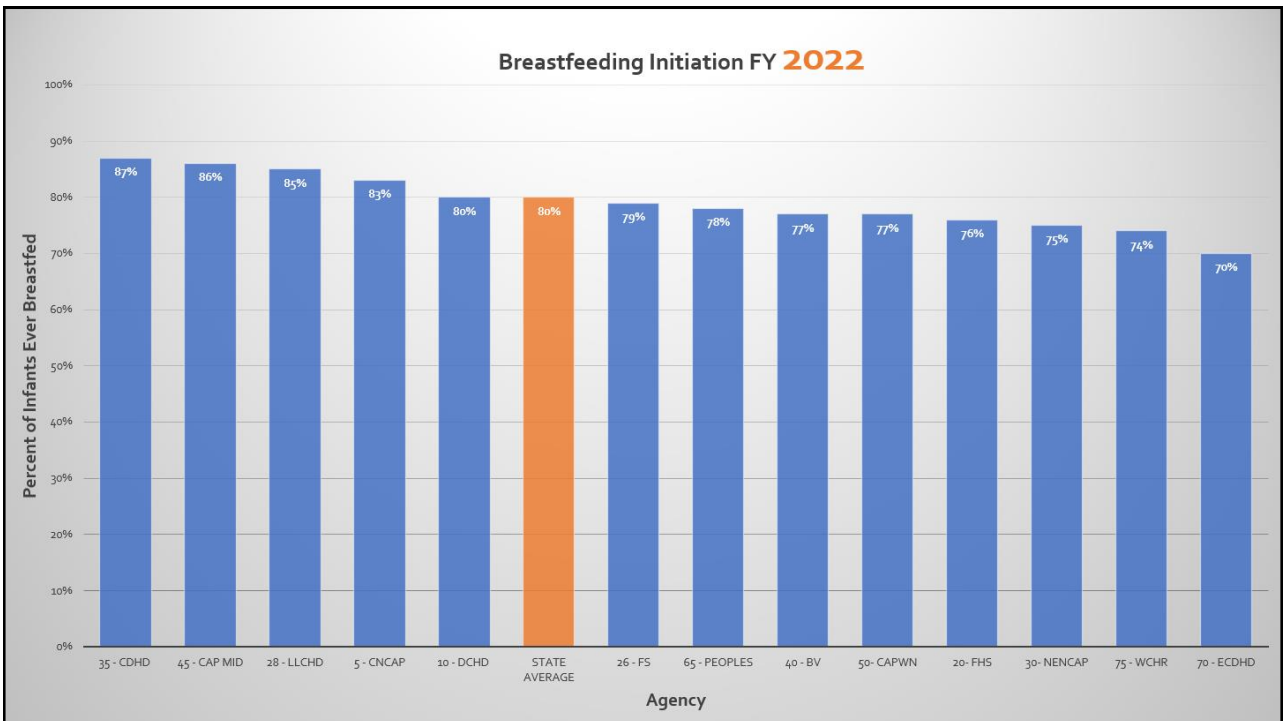
21



22



23



24