

**Nebraska WIC Program
Five-Year Joint Goals
FY 2022 – 2026
(Updated for FFY2025 Annual Plan)**

The following joint goals were developed during our 2021 state/local agency strategic planning process.

1. Data Goal: Identify and use data consistently to drive evidenced-based and participant-centered decisions within WIC.
2. Modernize Services Goal: Develop flexible options for participants and modernize services.
3. Outreach, Recruitment, Retention Goal: Revive the value of WIC through outreach, recruitment, and retention.
4. 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.”

FFY 2025 Action Plan – Nebraska WIC Program

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

STATE – BASELINE & PROGRESS DATA		
	Annual 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	N	N
Year 4: 2024 Progress	Y	Y
Year 5: 2025 Final		

- 1) Participant centered methods will be used to determine demographic characteristics.
- 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.

Strategy 1: Develop capacity, tools, and resources for the State & LAs to create and use WIC data and reports.

Action Step (what & why)	Who Responsible	When	Progress:	Performance Measure
Hire a WIC State Agency (SA) BSA to complete WIC IT functions.	State WIC Director	October 2021	2022: BSA hired 8/16/21; Agency and WIC training provided	SA BSA hired and trained--Met
Implement enhanced Data Direct & train State staff to produce reports for SA & Local Agencies (LAs).	State Agency	September 30, 2022	2022: Procuring contract with CDP for Data Mart Reporting; Work order in place with IS&T. CDP scheduling installation TBD by 9/30/22. 390 funds application submitted to support strategy. 2023: Data Mart installed, tested. SA staff trained	Data direct available to use at SA level—Met
Identify common program reports needed and provide access for LAs to use for program management. (Convene Data	State Agency & Data Committee	September 2024	2022: Not started 2023: Collecting information from SA staff and LAs about reports and data requested and needed;	Standard set of reports available for LA's - Met

Action Step (what & why)	Who Responsible	When	Progress:	Performance Measure
Committee by 8/23 to develop plan for reporting)			<p>Data Committee meeting to identify needs</p> <p>2024: Intern coordinated 3 additional data committee meetings for state and local staff. Produced two new reports based on committee feedback and presented to LA Directors and State staff 3/27/24. Reports are run and disseminated to SA and LA staff bi-annually.</p> <ul style="list-style-type: none"> • WIC Director training was provided remotely on common Journey Reports. That training was recorded, posted to the NE WIC Website, and emailed to directors on 4.22.24 for future reference. 	

Strategy 2: Develop methods to ensure data entered in the Journey System is accurate and of high quality.

Action Steps (what & why)	Who Responsible	When	Progress	Performance Measure
<p>Prioritize data fields and determine baseline measurements of data entered i.e., race/ethnicity fields, PEDS/PNSS and other priority fields to determine accuracy and amount of missing data.</p> <ul style="list-style-type: none"> • Investigate using PedNSS & PNSS data entry requirements for Journey quality assurance. Identify priority fields to provide training for accurate data entry. 	MCH Epi, WIC IT & Data Committee, Nutrition. Coordinator and Clinic Services Coordinator	September 2024	<p>2022 and 2023: Not started.</p> <p>2024: Began using PEDS/PNSS data. Trained LA staff on data entry and reporting and the need for accuracy.</p>	<ul style="list-style-type: none"> • List of data fields to track for accuracy. • Processes for staff to self-check for accuracy of data • Reports available for monitoring data quality. • Priority data fields in Journey are identified to use in developing training. • Journey data field training completed.

Action Steps (what & why)	Who Responsible	When	Progress	Performance Measure
<ul style="list-style-type: none"> Provide training on Standard definitions for data entered in priority Journey Fields to improve accuracy. 				
Identify effective participant-centered (PC) ways to ask sensitive questions and eliminate inaccurate and missing data. (Determine who else may be responsible to complete this step)	SA/LA Workgroup	April 2024	2022 and 2023: Not started. 2024: Partnered with the Division of Behavioral Health to provide state and local staff training on substance use disorder and mental health. Training included interviewing participants and having difficult and sensitive conversations.	<ul style="list-style-type: none"> Questions asked in a more participant centered manner while meeting data collection requirements. Tools and methods available for asking for data in a PC manner. All staff will be trained in participant centered race and ethnicity assessment.
Develop SA procedure for updating the referral lists in Journey, including process and timeline to ensure lists are useful and up to date.	State Staff (Clinic Services Coordinator)	January 2024	2022: Not started 2023: Referral lists, and Outreach Organizations were updated in Journey during 2023 to reflect changes. 2024: Focus changed to allow LAs to update referrals in Journey for their own agency/clinics. State agency procedure no longer needed. Training for LAs on adding new referral resources to Journey completed. Completed – Jan 2024	Procedure & timelines for updated referral list finalized.

Strategy 3: Design a WIC data and reporting system that lays a foundation for requesting and using WIC data for evidenced based/Participant Centered Services decisions.

Action Steps (what & why)	Who Responsible	When	Progress	Performance Measure
Provide annual training for LA WIC Directors on requesting and using data for decision-making.	State Staff	September 2024	2022: 390 funds applied for to support this strategy 2023: Intern hired 4/2023 to coordinate data committee and compile feedback from LA	Training developed and provided - Met

Action Steps (what & why)	Who Responsible	When	Progress	Performance Measure
			<p>directors on data reports needed for decision-making. First two meetings held in FFY23.</p> <p>2024: Intern coordinated 3 additional data committee meetings for state and local staff.</p> <ul style="list-style-type: none"> • Created two reports based on committee feedback and presented to LA Directors and State staff 3/27/24. • Staff provide reports to SA and LA staff bi-annually. • Training on Journey reports was recorded, posted to the WIC website, and emailed to LA WIC Directors on 4/22/24. 	
Review the WIC Program Data Request Form and modify as necessary to help LA's develop data questions.	MCH Epi, WIC IT	December 2024	<p>2022: Not started</p> <p>2023: form reviewed and not changed in 2023; will reconsider once standard reports have been developed.</p> <p>2024: awaiting receipt of full survey result. SA expects findings from participant focus groups summer of 2024</p>	Form developed and distributed
Map WIC client survey questions to show how they will be used and assure they are necessary	State WIC	June 2024	<p>2022: Not yet started</p> <p>2023: participating in national survey so cannot determine questions but mapping to goals is in process</p> <p>2024: awaiting full survey results. Expected summer of 2024.</p>	Each survey questions maps to one or more defined goals
Calculate a baseline measure for each planned objective/goal in state plan to evaluate outcomes.	State WIC & MCH Epi	October 2022	<p>2022: measures added for 2023 planning</p> <p>2023: all measures have been developed; data for staff retention strategy added</p>	Baseline measures calculated and included in state/local plan - Met

Action Steps (what & why)	Who Responsible	When	Progress	Performance Measure
			2024: Second year staff retention data collected 11/30/24. Intern analyzed data to produce retention rates by LA and provided results to LA and SA leadership.	

Strategy 4: Use Technology for a Better WIC Experience funds to support this Data Goal.

Action Steps (what & why)	Who Responsible	When	Progress	Performance Measure
Develop a plan to use Technology for a better WIC experience funds to support this data goal	State Staff	April 2023	2022: NEW strategy added 2023: 4 projects included and in process, including texting, participant portal, language and culturally appropriate educational materials and enhanced data systems. 2024: Projects continued; all planning was updated as needed and approved by FNS as required.	Plan for use of funds in place-- Met
Evaluate plan for using funds and adjust as needed	State Staff	September 2023	2022: New strategy 2023: projects are in progress and quarterly 908 reports are submitted with updates. 2024: projects continue and quarterly 908 reports are submitted. A new project focused on Human-Centered Design was approved by FNS in January 2024. The project funded lead-free me board books as an educational tool for all families with a 1-year-old and WIC 50 cookbooks for all families to encourage use of the full food package.	Plan updated in January 2024. FNS 908 Quarterly reports submitted during the project reflecting project changes

Action Steps (what & why)	Who Responsible	When	Progress	Performance Measure
Complete reporting requirements for 390 funds	WIC Director & Grants Accounting	September 2023 and 2024	<p>2022: New strategy</p> <p>2023: each project is in process, quarterly 908 reports submitted</p> <p>2024: projects continue, with texting fully implemented in June 2024 and the language and culturally appropriate education materials created or purchased by 9/30/24. Submitted Quarterly 908 reports include updates.</p>	FNS 908 Quarterly reports submitted during the project and final report submitted upon completion

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

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	40,087	55%
Year 4: 2024 Progress		
Year 5: 2025 Final		

Five-Year Measures:

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

Strategy 1: Streamline the enrollment process.

Action Step (what & why)	Who Responsible	When	Progress:	Performance Measure
Research options to ease the enrollment process	Work group with SA/LA staff	Ongoing/as needed	<p>2022: SA applied for 390 technology grant funds.</p> <p>2023: Tech for a Better WIC Experience grant funds to be used for phase 2 of the participant portal, text messages and better data for program management; planning in process for ways to use Modernization funds</p> <p>2024: Text messaging implemented statewide 6/17/24.</p> <ul style="list-style-type: none"> • Videoconferencing and telehealth pilot started July 2024. 	Completed list of possible options and ways to use these options to ease enrollment

Action Step (what & why)	Who Responsible	When	Progress:	Performance Measure
			<ul style="list-style-type: none"> • Data Mart and reports designed and implemented statewide. LA Directors were trained on the reports, which are sent bi-annually to LAs. • Participant portal pre-implementation planning scheduled for fall-winter 2024. 	
Participate in MPUG work to develop a system participant portal	SA	FY23-FY24	<p>2022: State staff participated in the development and design of the participant portal. State staff conducted interviews to gather feedback from participants and LA staff at clinics and during LA workgroup meetings.</p> <p>2023: State staff continued participating in design and UAT of the portal. It was difficult to have LA staff participate in testing as UAT continued for almost 10 months.</p> <p>2024: State staff continue participating in design and UAT of the portal.</p>	MPUG task order for a portal and Completion of portal testing
Develop procedures for proper use of the Journey portal to ensure consistency for all NE WIC participants	SA	Q4 FY23 – Q3 FY24	<p>2022: A workgroup consisting of state and local staff was formed in June to provide help in identifying and revising procedures affected by the portal.</p> <p>2023: on hold as portal is undergoing major builds and repeated testing.</p> <p>2024: No changes.</p>	LA use of platform over time after implementation

Action Step (what & why)	Who Responsible	When	Progress:	Performance Measure
Complete implementation and staff training of Journey Portal for consistent use	SA/LA	Q1-FY25	2022: Implementation of portal and training moved 2023. 2023 and 2024: Pilot of portal and training moved to fall/winter of 2024 into 2025	Statewide implementation
Evaluate participant portal (develop method for evaluating) to determine effectiveness and acceptance	SA with input from LAs	One year post implementation/as needed	2024: Not started.	Have data from staff on effectiveness and use of participant portal
Client/Participant Feedback (survey) to gauge effectiveness of enrollment process using the participant portal	LAs	One year post implementation/as needed	2024: Not started.	Have data from participants on effectiveness and use of participant portal
Address feedback to improve use of participant portal	SAs, LAs,	As/if needed	2024: Not started.	Process for using participant portal is improved based on needs of clinics/participants
Develop text message appointment reminders to improve & streamline communications with WIC Participants	Clinic Svc Coord; DBA; Help Desk; IT; Contractor	FY24	2023: Developed appointment reminder texts; coding completed, and process started with contractor. 2024: process evaluated and refined with contractor for improved texting experience.	Improve communication and streamline LA WIC staff duties. -Met
Pilot appointment reminder text messages	Clinic Svc Coord; DBA; Help Desk; IT; Contractor	Q4 FY23: August 2023	2023: Plans for pilot are underway. Training for pilot clinics scheduled for August 2023; Pilot anticipated to be conducted in August and September 2023. 2024: Appointment reminder texts piloted at 3 LA's; agencies trained on text messaging. Completed by 12/31/24.	Assure communication with WIC participants and procedures surrounding test messages for LA processes are effective. -Met
Implement appointment reminder text messages	Clinic Svc Coord; DBA; Help Desk;	Q4 FY23-Q1 FY24	2023: Not Started; Implementation will be staggered beginning in	Improve reminder systems for WIC participants to increase retention. -Met

Action Step (what & why)	Who Responsible	When	Progress:	Performance Measure
statewide to improve participant retention.	IT; Contractor; LA's		September through December 2023. 2024: Texting expanded to all 13 LAs statewide 6/17/24.	
Investigate ways to improve/streamline WIC appointments using the ARPA waivers published Spring 2023 and USDA Guidance on streamlining certification	SA with input from LAs	August 2023-present	2023: ARPA waiver elected, and procedures sent to USDA July 2023; training for LAs completed July 31, 2023; Implementation August 10, 2023 2024: Videoconferencing and telehealth pilot started July 2024.	Process for providing services to WIC participants will be streamlined.

Strategy 2: Expand the use of WIC Shopping Tools

Action Steps (what & why)	Who Responsible	When	Progress	Performance Measure
Research available tools to assist participants while shopping	Workgroup with SA/LA staff	October 2023	2022: Not started 2023: Procured a new contract with JMPA for WICShopper for 4 years. Currently, there are no other comparable app options available. 2024: continued using the WICShopper app successfully. The app allowed staff to share timely information during formula recalls, and to alert shoppers to new technology like online ordering.	List of possible options (currently using WIC Shopper) - Met
Obtain client/participant feedback to evaluate & increase usefulness of shopping tool	LAs	On-going/as needed (once a year or every other year)	2022 and 2023: Not started. After completing the participant survey, state staff will discuss WICShopper survey. 2024: No Change	Amassed feedback from participants

Action Steps (what & why)	Who Responsible	When	Progress	Performance Measure
Explore options for expanding the use of our WIC shopping tool	SA w/ LA input	On-going/as needed	<p>2022: Not started</p> <p>2023: WICShopper has unused features. The features require WICShopper to connect to the MIS, which is not a current option. Also, the features mimic those of the online portal.</p> <p>2024: no change. The online portal continues being refined by the MPUG and implementation is planned for 2025-2026.</p>	Gathered list of options
Implement changes from participant feedback/explored options	SA and tool developers	As needed, after feedback collection	<p>2022: Not started</p> <p>2023: See note above about the WICShopper survey.</p> <p>2024: No Change</p>	Implemented changes
Integrate shopping tool w/ Journey for streamlined experience	SA and developers	FY25 (or later)	<p>2022: Not started</p> <p>2023: WICShopper has unused features. The features require WICShopper to connect to the MIS, which is not a current option. Also, the features mimic those of the online portal.</p> <p>2024: no change. The online portal continues being refined by the MPUG and implementation is planned for 2025-2026.</p>	

Strategy 3: Maximize coordination between Journey and applications for WIC participants and partners.

Action Steps (what & why)	Who Responsible	When	Progress	Performance Measure
Research possibilities for integrating/coordinating all NE WIC platforms (MIS, shopping tool, etc.)	State staff and developers	FY24	<p>2022: Discussions about how this might work with the participant portal</p> <p>2023: Little integration between the MIS and WICShopper is possible. Possibilities can be handled via other platforms (online portal).</p> <p>2024: no change from 2023 and no plans to continue this action based on research findings in 2022-2023.</p>	Knowledge of integration/coordination viability - Met
Develop an integration plan/coordination plan to provide direction and priorities.	State staff and developers	FY25	2024: Not started	Fully developed plan
Implementation of coordinated platforms (MIS, shopping tool, etc.) for ease of use by staff and participants	State staff and developers	FY26	2024: See notes above.	All NE WIC platforms communicate with each other

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

STATE – BASELINE & PROGRESS DATA		
	4% increase in average participation	90% of all WIC staff retained
Year 1: 2021 Baseline	34,725	Data is specific to LA's only
Year 2: 2022 Progress	35, 256	Data is specific to LA's only
Year 3: 2023 Progress	35,584	Data is specific to LA's only
Year 4: 2024 Progress	36,200	Data is specific to LA's only
Year 5: 2025 Final		

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.

Strategy 1: Increase WIC program participation and retention.

Action Step (what & why)	Who? Responsible	When	Progress:	Performance Measure
1. Enhance the 9-month education visit to provide opportunity to discuss WIC benefits	Nutrition Coordinator, other state staff and LA work group.	Q1 FY23	<p>2022: Not started</p> <p>2023: Text messaging planned by the end of summer. Caregiver(s) of 1-year-olds will get a text about upcoming certification expirations. They also receive another text the month after certification was due as a reminder.</p> <ul style="list-style-type: none"> • SA plans to increase education on: <ul style="list-style-type: none"> • The possibility of remote services starting around 9 months of age. • Fruits and vegetable benefit increasing from \$4 to \$20 after the first birthday. • The value of the WIC food package (Child food package 85, Pregnant women 90) • Make sure dads and all caregivers in the family are involved in education about the 	Increase participation by 1% annually.

Action Step (what & why)	Who? Responsible	When	Progress:	Performance Measure
			<p>benefit of continuing WIC after they finish receiving the formula benefit.</p> <ul style="list-style-type: none"> The portal will show the number of benefits that have been redeemed. Include value/cost of education WIC provides. Communicate the education topics with partner agencies, banner on WIC shopper app, public notification, flier for 9-month education visits, wording on WIC website, and posts integrating this education (geared towards dads and other caregivers) <p>2024: Local agencies continue providing nutrition education visits to infants at 9 months, this provides an opportunity for education on the addition of fresh fruits and vegetables and reduces the number of jarred fruits and vegetables for moms wanting this. The educational tool that was provided to Local agencies to use was the “Infant nutrition Guide - First Foods” from Nutrition Matters this was reviewed at the 9-month Nutrition education visit.</p>	
2. Create cards/flyers communicating the value of WIC beyond 1 year to retain children	State Staff and LA workgroup.	Q1 FY22	<p>2022: Staff started drafts and will present options for feedback from the Outreach Committee</p> <p>2023: May incorporate waivers for remote services to promote program retention.</p> <p>2024: LAs were encouraged to use wichealth.org “WIC Benefits – What WIC Offers for One Year Old” educational handout, the handout can be emailed to participants after their remote nutrition education visit.</p>	<ul style="list-style-type: none"> Assess impact on retention by age. Run a journey ad-hoc report to determine what age children drop off the program
3. Conduct research to determine retention issues utilizing surveys.	State Staff and Outreach committee	Q4 FY23	<p>2022: Not started</p> <p>2023: SA could use NWA survey data.</p> <ul style="list-style-type: none"> Potentially develop an exit survey to use when making calls from the “No Food Benefit Pickup” Report <p>Use text messages with a link to a survey or a text survey if they are not receiving benefits or if the certification has expired.</p>	Increase WIC participation and retention

Action Step (what & why)	Who? Responsible	When	Progress:	Performance Measure
			<ul style="list-style-type: none"> • Could create a survey asking if participants anticipate continuing the program in the next 6 months. • Collect participant information if they want to be contacted about WIC. <p>2024: LAs participated in the multi state WIC Participation survey done by NWA – the full report has not yet been received. A summary report was received and shared with the local agencies at the April 2024 Outreach meeting.</p>	
4. Improve the shopping experience at grocery stores	State and Local Vendor Managers	Q3 FY23	<p>2022: Not started</p> <p>2023: There are new state procedures for local agencies when providing extra education on redeeming WIC benefits.</p> <ul style="list-style-type: none"> • WIC Vendors are being educated on the WIC Shopper app. This helps them to place the WIC signs with foods better. <p>2024: Nebraska implemented online shopping. Local Agencies continue to provide shopping orientation visits.</p>	The number of agencies doing Shopping Orientation Visits, visits completed, participant attendance, existing vs new participant attendance, and number of individuals that enroll at visit.
5. Establish data sharing agreement with SNAP to conduct data matching and outreach to potential WIC applicants.	SA Director, BSA, and Epidemiologist (Epi), and SNAP	Q3 FY22	<p>2022: Data sharing agreement (DSA) has been submitted for approval.</p> <p>2023: Waiting for signatures</p> <p>2024: DSA signed and executed. WIC partnered with Erika (Epi) and SNAP to do the first data extract and linkage of WIC/SNAP data in April and May 2024. The linkage revealed over 8,000 youth 5 and under who are enrolled in SNAP but not WIC. Outreach to caregivers is planned for 2025-2026. The extract and linkage will occur monthly moving forward.</p>	Increased number of participants referred from SNAP. In progress
6. Utilize NWA marketing strategies conduct outreach to enhance participation (i.e., social media campaign to share the value of WIC)	State staff and Outreach committee	Q4 FY23	<p>2022: NWA R and R campaign updates and materials are discussed at Outreach Committee meetings.</p> <p>2023: Continue to promote and discuss these materials with the outreach committee.</p> <p>2024: NWA R&R campaign now an included cost in NWA membership. Continued promoting materials statewide. SA began using R&R media in June 2024</p>	Increase WIC participation and retention. -In progress

Action Step (what & why)	Who? Responsible	When	Progress:	Performance Measure
			and included materials related to WIC 50 in monthly emails to 13 LA's.	

Strategy 2: Increase WIC program staff retention including State staff, CPAs, Clerks, BFPCs, and LA WIC Directors.

Action Steps (what & why)	Who Responsible	When	Progress	Performance Measure
1. SA to assist LA with Develop and administer staff engagement and satisfaction surveys to determine retention issues.	State Staff and LA WIC Directors	Q2 FY23	2022: 10/22 emailed LA Directors about whether they have/use engagement surveys. 10/22 Directors Webinar discussion on engagement & satisfaction surveys 2023: Satisfaction Survey developed and sent to LA Directors to implement with their agency staff. Results of the survey were provided back to LAs in July Action step 1 has been completed	All current LA WIC employees take survey. - Met
2. SA to assist LA with Develop and administer salary survey for WIC staff to assess pay rates.	State Staff and LA WIC Directors	Q4 FY23	2022: 10/22 Directors Webinar discussion on Salary Surveys 2023: Salary survey results were shared with all LA WIC Directors. Action step 2 completed.	Salary information collected for all current WIC staff - Met
3. SA to develop an engagement satisfaction survey to LA Directors	SA Engagement Manager	Q3 FY23	2022: started, not completed 2023: Engagement Satisfaction survey for LA WIC Directors has been developed and is in the process of being sent to the LA WIC Directors 2024: Developed and completed survey. FY25 - compile and send the satisfaction survey to the LA Directors	Assess how well the SA staff are engaging with LA
4. SA will provide support of the LA goal to attend high school and/or college career days to get into the classrooms	State Staff, Outreach Committee and NeWA	Q3 FY23	2022: not yet started 2023: One on One discussion held with LA Directors about this goal to encourage continued annual attendance at high school and or college days. 2024: Some LAs schedule and attend career days at high schools and colleges in their service areas	All LAs will attend an educational institution annually.
5. Establish WIC exit interview protocol to collect consistent information on staff leaving	State Staff and LA WIC Directors	Q4 FY23	2022: 10/22 emailed LA Directors to determine if they have/use exit interviews. 2023: many agencies have an exit interview protocol completed by the HR Dept. LAs with exit surveys sent	For all staff exiting employment from WIC, an exit interview will be conducted.

Action Steps (what & why)	Who Responsible	When	Progress	Performance Measure
			them. Developing an exit survey for LA's s without one is in progress. 2024: LAs continue completing exit surveys when staff leave.	
6. SA to assist LA to identify strategies relative to staff engagement and satisfaction and prioritize for implementation	State WIC and LA WIC Directors	Q1 FY24	2022: 10/22 Directors Webinar discussion on engagement & satisfaction 2023: 1:1 discussions with LA WIC Director on agency staff satisfaction strategies, effectiveness, and value. 2024: LA directors have explored or implemented strategies for staff recognition and satisfaction.	Implement identified strategy(ies) Assessing what is being changed and is it effective - Met
7. Develop early on-boarding protocol for new hires on WIC related expectations to build investment	State Staff, LA WIC Directors and TC staff	Q1 FY24	2022: Welcome letter sent to New WIC Directors 2023: 1:1 discussions with LA WIC Directors about agency onboarding, the importance of training and follow-up with new staff so they are comfortable and confident about their job duties. 2024: 1:1 and video conferencing were well received by LA Directors and Engagement Managers; this will be an ongoing communication and engagement tool. • LA Directors will continue onboarding new staff and follow-up to build rapport and increase their confidence. • New LA Directors hired will continue to receive welcome letters and be scheduled for a meet and greet with the SA & receive training. All other LA staff will complete training at their LA before attending the State Training Clinic.	Implement on-boarding protocol for all new WIC hires - Met

Strategy 3: Increase collaborative efforts with organizations to communicate the value of the WIC program.

Action Steps (what & why)	Who Responsible	When	Progress	Performance Measure
1. Connect with providers & birthing hospitals to flip the message about breastfeeding, develop materials and discuss	State staff, Outreach committee, Breastfeeding Committee	Q1 FY24	2022: Not started 2023: SA created a healthcare provider video. There is also a breastfeeding presentation template available to local agencies to use for presentations with providers. 2024: LA are reporting at the Outreach and Breastfeeding (BF) meetings that they continue lunch	WIC is seen as breastfeeding experts by advocates in the community.

fully BF women's food package			and learn meetings with local hospitals and medical offices. LAs also provide informational folders on the WIC program for pregnant women. Tables have been set up in hospitals and medical clinics staffed with WIC employees to provide program information. Pregnant participants educated at their nutrition education appointment about food benefits for moms that fully breastfeed to encourage and promote breastfeeding.	Survey advocates to determine perceptions of WIC
2. Strengthen and develop new partnerships with organizations to increase outreach activities	State Staff, LA Directors, and Outreach Committee	Q1 FY24	<p>2022: Not started</p> <p>2023: Want to partner with the MIECHV program to utilize waivers.</p> <ul style="list-style-type: none"> • Staff plans to reach out to the Elemental Formula Program at DHHS for a WIC partnership. • If programs are within the Division of Public Health, may not need an SOP, but would need to do what USDA requires. <p>2024: Staff engaged SNAP and completed first WIC/SNAP data linkage. Over 11,500 children identified that would be WIC-eligible. 2025 work will focus on outreach to the identified families.</p> <ul style="list-style-type: none"> • Staff began working with the DHHS Childhood Blood-lead Prevention Program (CBLPP) to identify ways to increase awareness, referrals, and testing of blood-lead levels. • Staff partnered with the Division of Behavioral Health to educate state and local staff on substance use disorder and mental health resources to increase referrals. • Staff partnered with Tobacco-Free Nebraska to plan education for local staff in FFY25 on the NE Tobacco Quitline and other resources available. • Staff contacted the three Tribal WIC organizations about meeting to create a partnership and collaborate in FFY25. 	Increase the number of partnerships & outreach activities

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%.

New
STATE – BASELINE & PROGRESS DATA

		% infants BF at 6 months
Year 1 Progress-Baseline	January 2021 – December 2021	30%
Year 2 Progress	January 2022-December 2022	32%
Year 3 Progress	January 2023-December 2023	38%
Year 4 Progress	January 2024-December 2024	
Year 5 Final	January 2025-December 2025	

Old
STATE – BASELINE & PROGRESS DATA

		% infants BF at 6 months
Year 1 Baseline	Baseline – July 2020 – June 2021	26%
Year 2 Progress	October 2021-September 2022	28%
Year 3 Progress	July 2022 – June 2023	
Year 4 Progress		
Year 5 Final		

Note: When strategic planning took place in the Spring of 2021, and this goal was formed, the Journey “Breastfeeding Prevalence Report” was used to make the goal and track it (see “Old” table above). Nebraska and other states using our MIS have noticed some inaccuracies in the Breastfeeding Prevalence report. Due to this, we are switching to using a report that is extracted from Journey by the WIC Business System Analyst for the Pediatric Nutrition Surveillance (PEDNSS) report that is submitted to the CDC. This report is run for each calendar year. For our state breastfeeding goal, we are looking at the percentage of WIC participants who are “Breastfed at least 6 months.”

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

Strategy 1: Improve communication, access to, and organization of breastfeeding resources, enhancing collaboration between all agencies (state and local).

Action Step (what & why)	Who Responsible	When	Progress:	Performance Measure
1. Increase content/improve the WIC Breastfeeding Resource site, to enhance the content available to local agencies. Also, to improve usefulness and interest in the site	Breastfeeding and Outreach (BFO) Coordinator	Q1, FY22	<p>2022: Content continually updated, including breast pump training, updated breast pump forms and processes, notes from BF Coordinators meetings, BF Panel recorded training, FNS Curriculum to download and recorded training on how to download and utilize the platform, BFPC program materials, and more!</p> <p>2023: Existing content has been updated as needed. New updates include:</p> <ul style="list-style-type: none"> • FNS WIC Breastfeeding Curriculum Level 1 and 2 content (including all notes, handouts, post-tests, and videos) • NE Breastfeeding Promotion Education and Support All Staff training. • FNS Breastfeeding Curriculum Trainer Materials (including Guide to Training and Training Video) <p>2024: WIC Breastfeeding curriculum for Level 3, the videos, notes, and some handouts have been uploaded to the resource page still needs the post-tests added to level 3, Level 4 needs everything.</p>	Have breastfeeding resource site ready for local agencies to view
2. Give all WIC staff access to the WIC Breastfeeding Resource Site to improve organization and communication so all agencies and staff have easy to find and updated information	BFO Coordinator	Q1, FY23	<p>2022: All WIC Directors and Breastfeeding Coordinators should have access to the site. The site has been used for the past year with this group and specific materials are referenced as resources in local agency plan reviews, WIC director trainings, BF Coordinator meetings, and when answering local agency questions. As we implement the breast pump training and FNS BF curriculum training modules, more staff will gradually be given access to the site until all WIC staff in NE have access.</p> <p>2023: All 13 LAs have at least one staff with access.</p> <ul style="list-style-type: none"> • November 2022, SA encouraged BF Coordinators to provide CPAs pump training access on the site. • January and March 2023 BF Coordinators Meeting: SA encouraged agencies to provide all staff access to the site as there is now content for clerks, CPAs, and 	Have all WIC staff have access to the WIC Breastfeeding Site

Action Step (what & why)	Who Responsible	When	Progress:	Performance Measure
			<p>BFPCs (Level 1 and 2 content, recorded training, etc.).</p> <ul style="list-style-type: none"> • 84 WIC staff had access by 4/2023. <ul style="list-style-type: none"> • CAP Mid- All Staff • CAPW – CPAs • WCHD – CPAs • LLCHD – ALL Staff • DCHD – ALL Staff • CDHD - CPAs • PFHS – CPAs <p>2024: All LA have at least one staff with access to the Breastfeeding Resource Page. All LA staff can have access. Current access:</p> <ul style="list-style-type: none"> • CNCAP – CPA • CAPWN – CPA • CAPMID – All Staff • DCHD – All Staff • ECDHD – SIC Director • FHSI – WIC Director, BFG Coordinator • FS – All Staff • LLCHD – All Staff • NENCAP – WIC Director • PFHS – CPA, BFG Coordinator, Clerk • WCHR – no one • BVCA – WIC program manager • CDHD – WIC Director, CPA 	
<p>3. Continue to update the WIC Breastfeeding Resource Site so this resource continues to be helpful for local agency staff. Continue improvement in communication between the state and local agencies</p>	<p>BFO Coordinator and LA Breastfeeding Coordinators</p>	<p>Ongoing</p>	<p>2022: This site is being updated regularly and will continue having content added as the SA implements the FNS WIC Director and CPA Breastfeeding curriculum.</p> <p>2023: This site was regularly updated and discussed in FY23 during BF Coordinator meetings (which include BF Coordinators, WIC Directors, and other lead BF staff). Resources from the site are referenced and linked in state correspondence with LAs, such as LA plan reviews, to enhance communication and access to materials.</p>	<p>Survey to see if local agency staff are utilizing it</p>

Action Step (what & why)	Who Responsible	When	Progress:	Performance Measure
			2024: Breastfeeding Resources are updated as resources are created and updated	
4. Continue Breastfeeding Coordinators Calls to continue offering breastfeeding related networking opportunities for leaders in breastfeeding at local agencies. Continue to improve communication about breastfeeding initiatives between the state and local agencies	BFO Coordinator and LA Breastfeeding Coordinators	Ongoing	2022: BF Coordinators calls occur bi-monthly. Meeting held: 9/15; 11/18; 1/20; 3/17; 5/19; 7/21. 2023: meetings held: 9/12, 11/17, 1/19, 3/16, 5/10 2024: meetings held 9/27/23, 11/17/23, 1/18/24, 3/21/24, 7/18/24	Successfully host calls every other month.
5. Update local agency staff after Breastfeeding Coordinator's calls to improve communication with all local agency staff about breastfeeding initiatives that are happening across the state	BFO Coordinator and LA Breastfeeding Coordinators	Ongoing	2022: The meeting minutes for the meetings are available on the WIC Breastfeeding site. As more staff get access to this site, they will be able to view the meeting minutes as well. 2023: The meeting minutes for the meetings are available on the WIC Breastfeeding site. 2024: Breastfeeding minutes are emailed to all members of the BF committee, 2024 was a transition period State BFO coordinator left position in March, new BFO coordinator hired in June 10/2024 plan is to resume posting the BF minutes to the WIC BF site	Successfully post updates after each meeting onto the Breastfeeding Resource Site
6. Start a regular call/meeting with BFPCs to provide an opportunity for BFPCs to network with other BFPCs across the state	BFO Coordinator and LA Breastfeeding Coordinators, BFPC	Q1, FY25	2022: Networking opportunity for BFPCs was held during the NE WIC conference (September 2021) 2023: No calls hosted in 2023. 2024: New Bfg coordinator will coordinate a BFPC meeting with all LA BFPC quarterly	Successfully have a meeting in FY 2022 and continue at least annually

Strategy 2: Implement the FNS WIC Breastfeeding Curriculum.

Action Steps (what & why)	Who Responsible	When	Progress	Performance Measure
1. Become familiar with the platform to determine the best way to implement the training initially and ongoing	BF & Outreach Coordinator and selected state and local agency staff	Q2, FY22	<p>2022: BF curriculum work group met bi-monthly starting in November 2021 to focus on becoming familiar with the platform. Meeting and Goals:</p> <ul style="list-style-type: none"> • 11/4/21 and 12/2/21: learn the platform. • 1/4/22: Debrief on the Train the Trainer • 2/3/22: second training debrief. • 3/3/21: final training debriefs 	A training plan will be developed Met
2. Investigate/determine how to implement the training to determine the best way to implement the training initially and ongoing	BF & Outreach Coordinator and selected state and local agency staff	Q3, FY22	<p>2022: BF curriculum work group met bi-monthly to plan and implement training. Meetings and goals:</p> <ul style="list-style-type: none"> • 3/3/22: Brainstormed training methods • 4/7/22: Discussed training plan. • 6/2/22: reviewed self-study module options and received feedback. • 7/7/22: reviewed options and gathered LA feedback on using the curriculum as a part pump training. • 3 possible options to work towards: <ul style="list-style-type: none"> • LA BFPC Coordinators could train peer counselors and CPAs on Levels 1 and 2 • Replay sessions could be offered by the SA. State and LA staff could have sections that they train on. • Self-study videos with post-tests <p>2023: BF Curriculum Workgroup of state and LA staff continued meeting bi-monthly. A training plan was developed: The training will be led by each agency's BF Coordinator. Self-Study videos, activities, handouts, and post-tests will be completed under the guidance of the BF Coordinator. The state will track the completion of the training by tracking the completion of post-tests, emailed training checklists, and tracking in the BF report of the LA plan.</p> <p>The group does acknowledge that this training plan will need to be adjusted over time, and some agencies may need additional training opportunities utilizing the FNS Breastfeeding Curriculum.</p>	A training plan will be developed Met
3. Implement training.	State and local agency staff	Ongoing	<p>2022: State and LA staff attended a virtual training hosted by Montana WIC. Nine sessions were presented with content from Levels 1-4 of the FNS Breastfeeding</p>	All agencies will have been trained in the breastfeeding platform

Action Steps (what & why)	Who Responsible	When	Progress	Performance Measure
To update breastfeeding knowledge and services provided by all WIC staff			<p>Curriculum. Training occurred in January and February 2022. NE WIC had:</p> <ul style="list-style-type: none"> • 144/182 Local agency staff attend Level 1 training. • All sessions of Level 2 training were completed by 82/99 local agency staff. • All sessions of Level 3 training were completed by 65/83 local agency staff. • All sessions of Level 4 training were completed by 19 local agency staff. <p>Montana completed implementation. NE now needs to address the 3 options listed in Action Step #2</p> <p>2023: Items identified by the BF Curriculum Work group in February 2023 about getting all agencies ready to implement the training:</p> <ul style="list-style-type: none"> • Train the trainer materials for BF Coordinators needed (training video on the process, list of things to submit, estimated training times, examples of different ways to train, papers that are needed) • BF Curriculum Work Group members could mentor agencies that were not a part of the workgroup. • Ideas to address barriers to implementation (present success stories at NeWA/BF Coordinators meetings) <p>Level 1 and 2 training are available on the NE WIC Breastfeeding Site and are available to start using.</p> <ul style="list-style-type: none"> • The implementation plan was presented to local agency staff during the January 2023 BF Coordinator’s meeting. • A BF Coordinator’s guide to training was developed and shared at the March BF Coordinators’ meeting. This is also available on the NE WIC BF Site. • A Train the Trainer video was recorded and will be shared with all local agency staff during the May BF Coordinator’s meeting. • Future: A booth will be set up at the NE WIC conference in August 2023. The local agency staff from the BF Curriculum Workgroup (or BF Curriculum Super users) will: 	

Action Steps (what & why)	Who Responsible	When	Progress	Performance Measure
			<ul style="list-style-type: none"> • Advertise the NE WIC Breastfeeding site and curriculum. • Check to see if staff currently have access to the NE WIC Breastfeeding Site and assist them (whether they do or do not) • They will network with other BF Coordinators that have not attended the BF Curriculum Work Group meetings. They will keep track of who would like to have a mentor as they lead the training and hand out mentor contact information. <p>2024: This is an ongoing training levels 1 & 2 are being implemented at the LAs with all new hires. Level 3 is being implemented by the LA BF coordinators via a power-point. The UNMC biannual Breastfeeding conference 8/23 was offered to all LA staff to provide opportunity to access within a 12 - month period.</p>	
4. Actively train new staff on the new BF platform to keep new and existing Nebraska WIC staff current on breastfeeding knowledge and services.	State and local agency staff	Ongoing after implementation	<p>2022: Not started. SA staff are working on action steps 2 and 3.</p> <p>2023: A deadline has not been set. We are working on Action Step #3 for this strategy. All local agency BF Coordinators and WIC directors were made aware of training plans either by attending the BF Coordinator's meetings or by email updates with meeting notes and other train-the-trainer materials. Some local agencies may already be making plans to implement this training at their agencies, especially those who participated in the BF Curriculum Work Group.</p> <p>2024: Training levels 1 and 2 are being implemented on the new BF platform for new staff. Levels 3 and 4 are in development.</p>	All new staff will receive updated BF training

Strategy 3: Increase and maintain the local WIC agencies in Nebraska with breast pump (BP) programs to at least 75% (10/13).

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

Action Steps (what & why)	Who Responsible	When	Progress	Performance Measure
<p>1. Develop and implement training on new BP procedures to update BP knowledge and services provided at all local agencies.</p>	<p>BFO Coordinator</p>	<p>Q2, FY22</p>	<p>2022: SA developed and shared a new Breast Pump training with the Breastfeeding Curriculum Workgroup during two meetings. Feedback was provided, and the training shared with LA BF Coordinators and WIC Directors at a BF Coordinator’s meeting. Meeting notes and an instructional email with video explaining the training was also sent to ensure LA BF Coordinators and WIC Directors were aware of the training.</p> <p>Timeline:</p> <ul style="list-style-type: none"> • BF Coordinators will complete the training checklist by September 2022 • Agencies will meet with the State BFO Coordinator about their pump program and answer questions in September 2022 • All staff who issue pumps will be trained under the guidance of their agency’s breastfeeding coordinator by March 2023. <p>2023: September 2022, state BFO coordinator met with each local breast pump program (NENCAP, CNCAP, FS, CAP-Mid, CDHD, DCHD, LLCHD, CAPW, ECDHD) and one agency interested in starting a pump program (BVCA) to answer questions about the training, learn more about each pump program, and to help with plans to implement the new training to all CPA staff who issue pumps by March, 2023.</p> <ul style="list-style-type: none"> • This training has been completed by CPA staff issuing pumps: <ul style="list-style-type: none"> • Agencies with documentation of training sent to the state: BVCA, DCHD, CAP-Mid, CAPW, CNCAP, FS, CDHD, LLCHD, NENCAP • Agencies with Action Steps to complete the pump training in their FY 2023 local agency plan: <ul style="list-style-type: none"> ▪ CNCAP, NENCAP, FS, CAP-Mid, CDHD, DCHD, LLCHD, CAPW ▪ New Programs: BVCA, FHS <p>2024: Pump training developed and on the Breastfeeding Resource Page, it is available for all new WIC Staff.</p>	<p>Training has been successfully given to local agency staff</p>

Action Steps (what & why)	Who Responsible	When	Progress	Performance Measure
2. Develop a process for ongoing training for new staff to keep new and existing Nebraska WIC staff updated on breast pump knowledge and services provided in the years to come	BFO Coordinator and LA Breastfeeding Coordinators	Q3, FY22	2022: The initial training developed will also be used as ongoing training. 2023: The training that LAs are completing currently can be used to train new staff. As they complete this training with staff, they will become more familiar with how the training could be implemented with new staff. 2024: The Breast Pump Training checklist is available on the BF Resource Page for all staff, current and new	A process for training has been developed
3. Implement ongoing training for new staff to keep new staff updated on breast pump knowledge and services in the years to come	BFO Coordinator and LA Breastfeeding Coordinators	Q4, FY22	2022: The initial training that was developed will also be able to be used as ongoing training. 2023: Once this training is implemented initially, Nicole will look at what coordination is needed to keep this training a priority for new CPA staff. 2024: LA BF coordinators train all new staff with the breast pump training that is a requirement prior to any CPA training and issuing breast pumps to participants.	All new staff are trained
4. Promote BP programs to agencies without current programs to share the benefits of having a BP Program at WIC agencies for the families we serve and hopefully encourage other Nebraska WIC agencies to pursue offering this extra program	BFO Coordinator and LA Breastfeeding Coordinators	Q2, FY23	2022: Agencies that have expressed interest in starting pump programs were directed to the Program Overview video that was recorded as a part of the Breast pump program training to learn more. 2023: At least one agency has expressed interest in starting a new Breast Pump program in FY 2023. The process for this will be documented and put into a state agency procedure for future new programs. 2024: 3 additional agencies started a BP program. 3 local agencies do not have a breast pump program in place (PFHS, WCHR, FHS)	Local agencies with an interest in starting a BP program have been identified
5. Implement training to local agencies with new BP programs to give the tools needed to be successful to WIC agencies with new BP Programs	BFO Coordinator and local agency staff	Q4, FY23	2022: Once the initial training for existing programs has been implemented, then time will be spent on starting new programs. 2023: At least one agency has expressed interest in starting a new Breast Pump program in FY 2023. 2024: LAs provide pump training to all new CPA staff through the BF Resource Page	All local agencies who are interested in a BP program have been trained and have implemented their program.

Strategy 4: Increase and maintain the local WIC agencies in Nebraska with Breastfeeding Peer Counseling (BFPC) programs to at least 75% (10/13).

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

Action Steps (what & why)	Who Responsible	When	Progress	Performance Measure
1. Develop a plan to train BFPC Coordinators on training BFPCs to provide a consistent way to train new and existing BFPCs to improve breastfeeding knowledge and services provided both initially and ongoing	BF& Outreach Coordinator and LA Breastfeeding Coordinators	Q3, FY22	<p>2022: Peer counselors need to go through the Level 1, Level 2, and Peer Counselor sections as a part of the FNS breastfeeding curriculum. Breastfeeding Coordinators and BFPCs were able to attend the Level 1 and 2 virtual training offered by Montana WIC in Jan/Feb 2022.</p> <ul style="list-style-type: none"> • The Breastfeeding Curriculum Workgroup, when creating a plan on how to implement the FNS curriculum, is including how to have BFPCs trained in those discussions and plans. • Currently, the BFPC training checklist has been updated to include the new FNS training curriculum. The FNS training curriculum is available for BF Coordinators to download on the WIC Breastfeeding Site. Self-study videos are included in that content. • After planning with the BF Curriculum Work Group, we at the state are working on setting the self-study videos up into modules with post-tests for easier access and a more interactive experience. These modules will be used by all WIC staff, including BF Coordinators and BFPCs. Once these are set up, agencies may use the self-study videos to train BFPC Coordinators and/or BFPCs. <p>2023: Complete All content for Level 1, 2, and BFPC staff roles is available on the WIC Breastfeeding site. Some BF Coordinators who participate in the BF Curriculum Work Group have started to use the self-study videos to train new peer counselors.</p> <p>A “Breastfeeding Coordinator’s Guide to Training” is available on the NE WIC Breastfeeding Site. It includes how to train on the FNS Breastfeeding Curriculum and includes an additional section about</p>	Plan has been developed- Met

Action Steps (what & why)	Who Responsible	When	Progress	Performance Measure
			how to train BFPCs specifically. This was shared with local agency staff during the March BF Coordinator's meeting. A Train the Trainer Video on how to train on the FNS Breastfeeding Curriculum was developed and will be shared at the May BF Coordinator's meeting.	
2. Promote BFPC programs Statewide to share the benefits of having a BFPC Program at WIC agencies for the families we serve and hopefully encourage Nebraska WIC agencies to pursue offering this extra program	State and local agency staff	Ongoing	<p>2022: Once action step 1 is complete, this can be a focus</p> <p>2023: Once action steps 1 and 3 are complete, this can be a focus</p> <p>2024: LAs with BFPC offered to mentor local agencies that did not have a BFPC program that are interested, CAPMID offered to provide information to ECDH, FHS, WCHR, NENCAP.</p>	Local agencies are interested in starting new BFPC programs
3. Complete trainings for BFPC Coordinators to provide a consistent way to train new and existing BFPCs to improve breastfeeding knowledge and services provided	State and local agency staff	FY23	<p>2022: Once Action step #1 is complete, this can be a focus</p> <p>2023: A "Breastfeeding Coordinator's Guide to Training" is available on the NE WIC Breastfeeding Site. It includes how to train on the FNS Breastfeeding Curriculum and includes an additional section about how to train BFPCs specifically. This was shared with local agency staff during the March BF Coordinator's meeting. A Train the Trainer Video on how to train on the FNS Breastfeeding Curriculum was developed and will be shared at the May BF Coordinator's meeting. The Breastfeeding Curriculum Workgroup will continue to assess additional training needs.</p> <p>2024 – Met in 2023</p>	All BFPC coordinators have been trained - Met

Action Steps (what & why)	Who Responsible	When	Progress	Performance Measure
4. Investigate possible incentives of being a BFPC that could be offered to make finding qualified applicants and retaining them in BFPC positions easier	Discuss at BF Coordinators Meeting	FY24	<p>2022: Once action step 1 is complete, this can be a focus.</p> <p>2023: Once action steps 1 and 3 are complete this can be a focus. Offer more access to the BFPC by scheduling them in office hours.</p> <p>2024: Pursue the possibility of a hybrid job duties approach for the BFPC that offers them administrative or clerical duties to increase their work hours. Promote to participants the flexible schedules of the BFPC and availability for f/u calls and in-person visits during their scheduled visit at the clinic.</p>	Incentives are identified and promoted
5. Increase the number of agencies with a bring baby to work policy to make finding qualified applicants and retaining them in BFPC positions easier. Enhance breastfeeding services provided by BFPC programs, allowing BFPCs to promote breastfeeding as the normal way of feeding babies at WIC offices	Local Agency WIC Directors and Facility Directors	FY24	<p>This is a local agency action step.</p> <p>2024- State agency will assess:</p> <p>There are two agencies: Family Services and Community Action Partnership of Mid-Ne have a policy for bringing the babies at this time. LA with Peer Counselors continue to work with their upper administration to advocate for the BFPC's to bring their babies to work</p>	Number of agencies that offer this policy