

## Nebraska WIC Program Five-Year Joint Goals FY 2022 - 2026

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 2022 Action Plan – Nebraska WIC Program

**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

**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 SA BSA to complete WIC IT functions.	State WIC Director	Oct 2021		SA BSA hired and trained
Implement enhanced Data Direct & train State staff to produce reports for SA & LAs.	State Agency	March 2022		Data direct available to use at SA level
Identify common program reports needed and provide access for LA's to use for program management.	State Agency & Data Committee	May 2022		Standard set of reports available for LA's

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

<b>Action Steps (what &amp; why)</b>	<b>Who Responsible</b>	<b>When</b>	<b>Progress</b>	<b>Performance Measure</b>
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.	MCH Epi, WIC IT & Data Committee	Sept 2022		Questions asked in a more participant centered manner while meeting data collection requirements  All staff will be trained in participant centered race and ethnicity assessment.
Identify effective participant-centered (PC) ways to ask sensitive questions and eliminate inaccurate and missing data.	SA/LA Workgroup	Sept 2022		Tools and methods available for asking for data in a PC manner.
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	Sept 2023		Procedure & timelines for updated referral list finalized
Investigate using PedNSS & PNSS data entry requirements for Journey quality assurance. Identify priority fields to provide training for accurate data entry.	BSA, MCH Epi, Nutr Coord	Sept 2022		Priority data fields in Journey are identified to use in developing training
Provide training on Standard definitions for data entered	State Staff	Sept 2022		Journey data field training completed

Action Steps (what & why)	Who Responsible	When	Progress	Performance Measure
into priority Journey Fields to improve accuracy.				

**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	Sept 2022		Training developed and provided
Review the WIC Program Data Request Form and modify as necessary to help LA's develop data questions.	MCH Epi, WIC IT	Nov 2021		Form developed and distributed
Map WIC client survey questions to show how they will be used and assure they are necessary	State WIC	June 2022		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	Oct 2021		Baseline measures calculated and included in state/local plan

**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

**Strategy 1: Streamline the enrollment process**

<b>Action Step (what &amp; why)</b>	<b>Who Responsible</b>	<b>When</b>	<b>Progress:</b>	<b>Performance Measure</b>
Research options to ease the enrollment process	Work group with SA/LA staff	Ongoing/as needed		Completed list of possible options and ways to use these options to ease enrollment
Participate in MPUG work to develop a system participant portal	SA	Q1-4 2022		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 2022		LA use of platform over time after implementation
Complete implementation and staff training of Journey Portal for consistent use	SA/LA	Q1-2023		Statewide implementation
Evaluation of participant portal (develop method for evaluating) to determine effectiveness and acceptance	SA with input from LAs	One year post implementation/as needed		Have data from staff on effectiveness and use of participant portal

<b>Action Step (what &amp; why)</b>	<b>Who Responsible</b>	<b>When</b>	<b>Progress:</b>	<b>Performance Measure</b>
Client/Participant Feedback (survey) to gauge effectiveness of enrollment process using the participant portal	LAs	One year post implementation/as needed		Have data from participants on effectiveness and use of participant portal
Address feedback to improve use of participant portal	SAs, LAs,	As/if needed		Process for using participant portal is improved based on needs of clinics/participants

### **Strategy 2: Expand the use of WIC Shopping Tools**

<b>Action Steps (what &amp; why)</b>	<b>Who Responsible</b>	<b>When</b>	<b>Progress</b>	<b>Performance Measure</b>
Research available tools to assist participants while shopping	Workgroup with SA/LA staff	October 2022		List of possible options (currently using WIC Shopper)
Obtain client/participant feedback to evaluate & increase usefulness of shopping tool	LAs	On-going/as needed (once a year or every other year)		Amassed feedback from participants
Explore options for expanding the use of our WIC shopping tool	SA w/ LA input	On-going/as needed		Gathered list of options
Implement changes from participant feedback/explored options	SA and tool developers	As needed, after feedback collection		Implemented changes
Integrate shopping tool w/ Journey for streamlined experience	SA and developers	FFY25 (or later)		

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

<b>Action Steps (what &amp; why)</b>	<b>Who Responsible</b>	<b>When</b>	<b>Progress</b>	<b>Performance Measure</b>
Research possibilities for integrating/coordinating all NE WIC platforms (MIS, shopping tool, etc.)	State staff and developers	FFY 2024		Knowledge of integration/coordination viability
Develop an integration plan/coordination plan to provide direction and priorities.	State staff and developers	FFY 2025		Fully developed plan
Implementation of coordinated platforms (MIS, shopping tool, etc.) for ease of use by staff and participants	State staff and developers	FFY 2026		All NE WIC platforms communicate with each other

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

**Five-Year Measures:**

- 4) By the end of FY 2026, NE WIC participation will increase by 4%.
- 5) By the end of FY 2026, NE WIC will retain 90% of all WIC staff.
- 6) 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
Enhance the 9-month education visit to provide opportunity to discuss WIC benefits	Nutrition Coordinator, other state staff and LA work group.	QTR 1 FY 2022		Increase participation by 1% annually.
Create cards/flyers communicating the value of WIC beyond 1 year to retain children	State Staff and LA workgroup.	QTR 1 FY 2022		Assess impact on retention by age <i>Run a journey ad-hoc report to determine what age children drop off the program</i>
Conduct market research utilizing focus groups to determine retention issues	State Staff and Outreach committee	QTR 4 FY 2022		Increase WIC participation and retention
Design and place better signage at grocery stores for WIC visibility (WIC food labels, WIC door decals, store bulletin board)	State and Local Vendor Managers	QTR 3 FFY2022		All authorized vendors will have updated signage. <i>Look at participation rates vs. when signage was sent to stores</i>



Action Step (what & why)	Who Responsible	When	Progress:	Performance Measure
Establish data sharing agreement with SNAP to conduct data matching and outreach to potential WIC applicants.	Nicole C, Marge, Peggy, Erika, and SNAP	QTR 3 FY 2022		Increased number of participants referred from SNAP.
Utilize NWA marketing strategies conduct outreach in an effort to enhance participation (i.e. social media campaign to share the value of WIC)	State staff and Outreach committee	QTR 4 2023		Increase WIC participation and retention.

**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
Develop and administer staff engagement and satisfaction survey to determine retention issues.	State Staff and LA WIC Directors	QTR 2 FY 2022		All current WIC employees take survey.
Develop and administer salary survey for WIC staff to assess pay rates.	State Staff and LA WIC Directors	QTR 4 FY 2022		Salary information collected for all current WIC staff
Attend high school and/or college career days to get into the classrooms	State Staff, Outreach Committee and NeWA	QTR 3 FY 2023		All LAs will attend an educational institution annually.

Action Steps (what & why)	Who Responsible	When	Progress	Performance Measure
Establish WIC exit interview protocol to collect consistent information on staff leaving	State Staff and LA WIC Directors	QTR 4 FY 2022		For all staff exiting employment from WIC, an exit interview will be conducted.
Identify strategies relative to staff engagement and satisfaction and prioritize for implementation	State WIC and LA WIC Directors	QTR 1 FY 2024		Implement identified strategy(ies)
Develop early on-boarding protocol for new hires on WIC related expectations to build investment	State Staff, LA WIC Directors and TC staff	QTR 1 FY 2024		Implement on-boarding protocol for all new WIC hires

**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
Connect with providers/birthing hospitals to flip the message about breastfeeding, develop materials and discuss fully BF women's food package	State staff, Outreach committee, Breastfeeding Committee	QTR 1 FY 2024		WIC is seen as breastfeeding experts by advocates in the community <i>Survey advocates to determine perceptions of WIC</i>
Strengthen and develop new partnerships with organizations to increase outreach activities	State Staff, LA Directors, and Outreach Committee	QTR 1 FY 2024		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%.

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.
- 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
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	Nicole C	Quarter 1, 2022		Have breastfeeding resource site ready for local agencies to view
Give all WIC staff access to the WIC Breastfeeding Resource Site to improve organization and communication so all agencies and staff have easy	Nicole C	Quarter 1, 2022		Have all WIC staff have access to the WIC Breastfeeding Site

<b>Action Step (what &amp; why)</b>	<b>Who Responsible</b>	<b>When</b>	<b>Progress:</b>	<b>Performance Measure</b>
to find and updated information				
Continue to update the WIC Breastfeeding Resource Site so this resource continues to be helpful for local agency staff. Also to continue improvement in communication between the state and local agencies	Nicole C and Breastfeeding Coordinators	Ongoing		Survey to see if local agency staff are utilizing it
Continue Breastfeeding Coordinators Calls to continue offering breastfeeding related networking opportunities for leaders in breastfeeding at local agencies. Also to continue to improve communication about breastfeeding initiatives between the state and local agencies	Nicole C and Breastfeeding Coordinators	Ongoing		Successfully host calls every other month
Update local agency staff after Breastfeeding Coordinator's calls to improve communication with all local agency staff about breastfeeding initiatives that	Nicole C and Breastfeeding Coordinators	Ongoing		Successfully post updates after each meeting onto the Breastfeeding Resource Site

Action Step (what & why)	Who Responsible	When	Progress:	Performance Measure
are happening across the state				
Start a regular call/meeting with BFPCs to provide an opportunity for BFPCs to network with other BFPCs across the state	Nicole C, BF Coordinators, BFPCs	Quarter 4, 2022		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
Become familiar with the platform to determine the best way to implement the training initially and ongoing	Nicole C and selected state and local agency staff	Quarter 2, FY 2022		A training plan will be developed
Investigate/determine how to implement the training to determine the best way to implement the training initially and ongoing	Nicole C and selected state and local agency staff	Quarter 3, FY 2022		A training plan will be developed
Implement training to update breastfeeding knowledge and services provided by all WIC staff	State and local agency staff	Quarter 1, FY 2023		All agencies will have been trained in the breastfeeding platform
Actively train new staff on the new BF platform to keep new and existing Nebraska WIC staff up-to-	State and local agency staff	Ongoing after implementation		All new staff will receive updated BF training

Action Steps (what & why)	Who Responsible	When	Progress	Performance Measure
date on breastfeeding knowledge and services in the years to come				

**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
Develop and implement training on new BP procedures to update BP knowledge and services provided at all local agencies	Nicole C	Quarter 2, FY 2022		Training has been successfully given to local agency staff
Develop a process for ongoing training for new staff to keep new and existing Nebraska WIC staff up-to-date on breast pump knowledge and services provided in the years to come	Nicole C and Breastfeeding Coordinators	Quarter 3, FY 2022		A process for training has been developed
Implement ongoing training for new staff to keep new staff up-to-date on breast pump knowledge and services in the years to come	Nicole C and local agency staff	Quarter 4, FY 2022		All new staff are trained

Action Steps (what & why)	Who Responsible	When	Progress	Performance Measure
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	Nicole C and Breastfeeding Coordinators	Quarter 2, FY 2023		Local agencies with an interest in starting a BP program have been identified
Implement training to local agencies with new BP programs to give the tools needed to be successful to WIC agencies with new BP Programs	Nicole C and local agency staff	Quarter 4, FY 2023		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
Develop a plan to train BFPC Coordinators on training BFPCs to provide a consistent way to train new and existing BFPCs in order to improve breastfeeding	Nicole C and Breastfeeding Coordinators	Quarter 3, FY 2022		Plan has been developed

<b>Action Steps (what &amp; why)</b>	<b>Who Responsible</b>	<b>When</b>	<b>Progress</b>	<b>Performance Measure</b>
knowledge and services provided both initially and ongoing				
Promote BFPC programs State wide 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		Local agencies are interested in starting new BFPC programs
Complete trainings for BFPC Coordinators to provide a consistent way to train new and existing BFPCs in order to improve breastfeeding knowledge and services provided	State and local agency staff	FY 2023		All BFPC coordinators have been trained
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	FY 2022		Incentives are identified and promoted
Increase the number of agencies that have a bring baby to work policy.	Local Agency WIC Directors and Facility Directors	FY 2024		Increased number of agencies that offer this policy



<b>Action Steps (what &amp; why)</b>	<b>Who Responsible</b>	<b>When</b>	<b>Progress</b>	<b>Performance Measure</b>
<p>Why: To make finding qualified applicants and retaining them in BFPC positions easier. Also to enhance breastfeeding services provided by BFPC programs, allowing BFPCs to promote breastfeeding as the normal way of feeding babies at WIC offices</p>				