

Nebraska WIC: FY 2017-2020 Joint Goals & Strategies



1. Joint Breastfeeding Goal – Exclusive breastfeeding:

By October 1st, 2020, the percent of WIC infants who are exclusively breastfed at 6 months of age will be greater than or equal to 15%.

Joint Strategies:

#1: Promote and support exclusive breastfeeding for all WIC mothers and their infants.



2. Joint Nutrition Goal – Obesity:

By October 1st, 2020, the percent of WIC children ages 2-5 who are overweight/obese will be less than or equal to 20%.

Joint Strategies:

#1: Implement initiatives with the goal of decreasing childhood overweight and obesity for children on the WIC program



3. Joint Caseload Management Goal:

By October 1st, 2020, average State participation will be increased by 5% from the previous fiscal year.

Joint Strategies:

#1: Use the National WIC Association (NWA) media campaign statewide.

#2: Focus on Child Retention Ages 1-4 years

#3: Recruit and retain pregnant women



4. Joint Diversity Goal:

By October 1st, 2020, WIC agencies will demonstrate an increased capacity in delivering culturally competent WIC services as measured through an evidence based assessment tool.

Joint Strategies:

#1 Identify and implement an evidence based tool to assess culturally competent WIC services.



5. Joint Women's Mental Health Goal:

By October 1st, 2020, increase percent of mental health referrals by 25%.

Joint Strategies:

– Implement a maternal mental health screening, referral, and education policy/process.