

California Women, Infants and Children (WIC) Nutrition Program 2015 State Plan Goals and Objectives

1. Implement the Final Food Package Rule provisions

1. Implement and market required provisions by the dates specified in the final rule.
2. With input from stakeholders, assess optional revisions and plan and implement as specified by the dates in the final rule.

2. Plan for implementation of EBT

1. Continue partnership with the California Office of Systems Integration and Department of Social Services regarding WIC EBT development and implement.
2. By 12/31/14, provide ongoing opportunities for stakeholder participation in the development process.
3. By 5/30/15, develop system requirements for a new Management Information System (MIS) in conjunction with the release of the Request for Proposal (RFP) for EBT contractor services.
4. Fall 2017, three-month pilot begins followed by 2-month post-pilot evaluation.
5. Spring 2018, once post-pilot evaluation is completed, phased statewide rollout begins. Implementation begins in the first of nine regions.
6. December 2019, ninth and last region fully implemented. Statewide rollout complete.

3. Strengthen CDPH WIC Division as an organization

1. By 12/20/14, research options for communications with participants utilizing emerging technologies.
2. By 3/31/15, develop and pilot onboarding process for State staff.
3. By 9/30/15, complete annual Individual Development Plans for 75 percent of State staff.

4. Strengthen program planning, monitoring, and evaluation efforts

1. As outlined in the *Plan for Cost Containment and Program Effectiveness addendum*, monitor and evaluate process and outcome measures and submit required monthly and quarterly reports to USDA.
2. By 12/31/14, identify data elements for inclusion in routine program monitoring and evaluation reports for state to prepare for use by state and local agencies.
3. By 1/31/15, release local agency contracts Request for Application that includes performance standards and evaluation criteria.
4. By 9/30/15, with input from stakeholders, develop framework for and implement comprehensive WIC planning group.

5. Expand and strengthen collaborations and partnerships

1. By 12/31/14, develop state and local collaboration with WIC and Maternal Child and Adolescent Health (MCAH) to leverage community linkages with medical service providers, to share expertise, and to ensure consistent messaging.
2. By 12/31/14, develop routine collaboration with Medi-Cal to support program planning, operations, and participation.
3. By 12/31/14, develop routine collaboration with SNAP Ed to support program planning, operations, and participation.

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4. By 12/31/14, develop and implement state collaboration with First 5 to leverage community linkages.
 5. By 12/31/14, translate annual vendor newsletter and specific education materials into Spanish.
- 6. Communicate the value of WIC to key audiences**
1. By 12/31/14, establish process to provide quarterly data reports for public distribution through the CDPH Open Data portal.
 2. By 3/31/15, update and distribute Program at a Glance.
 3. By 9/30/15, with input from stakeholders, develop and implement a campaign to promote WIC breastfeeding and nutrition education services.
 4. By 9/30/15, reorganize the website to make it more user-friendly and informative.
- 7. Continue to enhance WIC nutrition and breastfeeding education through the implementation of Participant Centered Education (PCE).**
1. By 9/30/15, review and update PCE guidance and training protocol.
 2. By 9/30/15, ensure that program evaluations monitor participant centered education protocols.