

**California Women, Infants and Children (WIC)
FFY 2017 State Plan Goals and Objectives**

Goal 1: Maximize participation in WIC Program

1. By 12/31/2016, in collaboration with the California Department of Social Services' CalFresh Program, CDPH/WIC Division will link individual data between Medi-Cal, CalFresh and WIC to identify geographic areas of high co-enrollment and low co-enrollment.
2. By 9/30/2017, CDPH/WIC Division will make publicly available a webpage where WIC participant data can be geo-mapped with various layers, such as WIC clinic and vendor locations, CalFresh (SNAP) participation, and poverty level.
3. By 9/30/2017, CDPH/WIC Division will assess participant WIC enrollment practices to identify two best strategies that mitigate barriers to increase WIC participation.
4. By 9/30/2017, in collaboration with local agency representatives, CDPH/WIC Division will identify and implement three new strategies for marketing WIC to engage eligible families that are currently not participating and/or retaining participants. By 10/31/2016, CDPH/WIC Division will provide funding to 10 local agencies to implement and test innovative strategies to increase participation.

Goal 2: Provide relevant quality services to participants

1. By 9/30/2017, in collaboration with local agency representatives, CDPH/WIC Division will pilot test one new infant nutrition education curriculum and one new breastfeeding curriculum with participants after obtaining local agency WIC staff review and feedback.
2. By 9/30/2017, in collaboration with local agency representatives, CDPH/WIC Division will conduct an assessment of potential online education offerings for participants.
3. By 9/30/2017, in collaboration with local agency representatives, CDPH/WIC Division will increase the portfolio of nutrition education materials that are provided to local agencies to address specific targeted audiences.
4. By 9/30/2017, in collaboration with local agencies, CDPH/WIC Division will provide quarterly training and technical assistance to local agency Breastfeeding Peer Counseling Coordinators to ensure quality breastfeeding services are provided to participants.

Goal 3: Provide support to local agencies and vendors to be successful

1. By 9/30/2017, CDPH/WIC Division will improve the communication with local agencies through developing electronic communication vehicles and regional site visits by staff and managers.
2. By 9/30/2017, in collaboration with local agency representatives, CDPH/WIC

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Division will develop New Director training tools for local agencies.

3. By 9/30/2017, in collaboration with local agency representatives, CDPH/WIC Division will update and provide WIC MIS Local Administration training, and training for New Employees and WIC Nutrition Assistants.
4. By 9/30/2017, CDPH/WIC Division will identify 2.5% of its authorized vendors to provide additional support, personalized education, and 1-on-1 technical assistance through a voluntary Vendor Courtesy Visit program.

Goal 4: Ensure integrity and accountability

1. By 3/31/2017, in collaboration with local agency representatives, CDPH/WIC Division will adopt and publish a state-wide WIC research analytic plan to be distributed on the WIC website and to WIC stakeholders.
2. By 9/30/2017, CDPH/WIC Division and local agencies will pilot staff observation tools for *Using Loving Support to Grow and Glow in WIC* competencies during local agency program monitoring visits.
3. By 9/30/2017, in collaboration with program partners, CDPH/WIC Division will develop a set of performance measures, including breastfeeding and certification activities.

Goal 5: Prepare for EBT Implementation

1. By 4/30/2017, CDPH/WIC Division will release a Request for Proposal (RFP) to secure an EBT-ready Management Information System (MIS).
2. By 7/1/2017, CDPH/WIC Division will procure an Organizational Change Management (OCM) consultant to support WIC through MIS replacement and EBT implementation.
3. By 9/30/2017, CDPH/WIC Division will develop a plan to address regulations, policies and procedures that need to be updated due to replacement of MIS and implementation of EBT.
4. As indicated in the Advanced Planning Document Update submitted to USDA in 7/2016, the scheduled EBT Pilot will begin in 6/2019 and statewide expansion will be reached by 4/30/2020. The next scheduled APDU will be submitted by 12/31/2017.