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Director

State of California—Health and Human Services Agency
California Department of Public Health



ARNOLD SCHWARZENEGGER
Governor

PEPB#: 09-30-08-088

Date: September 30, 2008

To: Primary WIC Program Contact

Subject: **Nutrition Services Plan, Federal Fiscal Years (FFY) 2009-2011**

	INFO ONLY	_____
	ACTION NEEDED	<u> X </u>
	POLICY CHANGE	_____
_____	Administration	
_____	Nutrition Staff	
_____	All Staff Affected	
_____	ISIS Change	

Purpose

I am writing to provide you the California Women, Infants and Children (WIC) Program’s Nutrition Services Plan (NSP) instructions for FFY 2009-2011 (October 1, 2008 through September 30, 2011). Your completed NSP is due to us by November 14, 2008.

For this three year cycle we worked with the Healthy Habits for Life (HH4L) team to design a set of goals and objectives that will complement your local agency’s effort to successfully launch the new HH4L campaign – goals that set the stage for implementing the new WIC foods and encourage sustained health messaging over the next three years.

As a WIC community, it is crucial that we continue to find ways to maximize our resources and minimize duplicative efforts during this time of change. This three year NSP is designed to do just that – the pre-designed strategies support HH4L and the continued promotion of “healthy eating, active living” for our WIC staff and participants. By having a focused, consistent theme; participants, vendors and cashiers will be better prepared to embrace the new look and feel of WIC and ultimately have a positive shopping experience at the check stand. We are excited about this streamlined *statewide* approach and hope that you find the 2009-2011 NSP a useful tool for your agency’s nutrition services planning.



Women, Infants and Children (WIC) Supplemental Nutrition Program
P.O. Box 997375 (MS 8600) West Sacramento, CA 95899-7375
(916) 928-8806 Internet Address: www.wicworks.ca.gov

The goals and objectives for this NSP specifically include the HH4L employee wellness program, employee training and participant education that will promote healthy eating, breastfeeding, and the new WIC food package. The FFY 2009-2011 NSP is organized into three sections:

1. Section 1:
 - Work Plan for FFY 2009-2011 (Complete and submit to us.)
 - Quality Improvement Monitoring Plan (Complete and keep on file at your office.)
2. Section 2:
 - Local WIC Agency Planning Checklist (Recommended.)
3. Section 3:
 - Staff Training Schedule/Staff Training Log (Complete and keep on file at your office.)

Please refer to the enclosed FFY 2009-2011 NSP Guide Sheet (Enclosure A) for quick reference.

Highlights of the FFY 2009 - 2011 NSP

The following information highlights the FFY 2009 - 2011 NSP instructions and revisions.

- **LOCAL AGENCY WORK PLAN - Section 1**

Section 1 is the major component of the new three-year work plan. Within the work plan, we identified three goals. Each goal has several objectives. You are encouraged to add other goals and objectives to the work plan, but the HH4L goals and objectives that have been pre-written into your plan will have priority over new or existing local activities. If you carry out non-HH4L activities, they must be done in addition to the activities laid out in the NSP. Please refer to the PWPC dated July 15, 2008 titled, *The Healthy Habits for Life Campaign is Coming to California* and the PWPC dated July 24, 2008 on the *Nutrition Services Plan and Healthy Habits for Life Campaign* for more information.

You do not need to submit the Quality Improvement Monitoring Plan to us, but it must be on file for review during program evaluations and technical assistance visits.

- LOCAL AGENCY PLANNING - Section 2

This section will help you to identify areas to consider in program planning, and will help you update program documents. We have included a checklist to assist you in this process.

- STAFF TRAINING PLAN - Section 3

This section provides information on developing and maintaining a staff training schedule and training log. Please complete and keep on file for review by State agency staff conducting program evaluations and technical assistance visits.

Late Submission of NSPs

We acknowledge that some unavoidable delays in submitting your NSP may occur. If you cannot complete your NSP by the due date, please submit an extension request to Sharon Cummings at Sharon.Cummings@cdph.ca.gov.

Action Needed

Please submit your completed NSP Work Plan for FFY 2009-2011 (Section 1) and the Nutrition Services Plan Evaluation Form (Enclosure B) by November 14, 2008 by email to NSPFFY0911@cdph.ca.gov.

All other forms/documents are for your information and your files. Prior to submitting your documents to us, please remember to rename each electronic file or folder with your agency's name.

We look forward to receiving your Work Plan and the Nutrition Services Plan Evaluation Form. Your comments will assist us in improving the NSP process.

Primary WIC Program Contact
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Questions

If you have any questions regarding the completion of your NSP, please contact Sharon Cummings at (916) 928-8523 or Sharon.Cummings@cdph.ca.gov or your Regional Nutrition Consultant at (916) 928-8500.

Sincerely,
(Original, signed by)

Barbara Longo, M.S., R.D., Chief
Program Evaluation and Policy Branch
Women, Infants and Children (WIC) Program

Enclosures

FFY: 2009-2011 NSP Guide Sheet

Section Number/ Section Name	Items Required to Submit as Part of the NSP	Items to be Completed and Kept on File	Items Recommended You Complete for Your Use
<p><u>Section 1:</u> Local Agency Work Plan</p> <p>A. Work plan for FFY 2009-2011</p> <p>B. Ongoing Quality Improvement Monitoring Plan</p>	<p>X</p>	<p>X</p>	
<p><u>Section 2:</u> Local Agency Planning Checklist</p> <p>A. Checklist for local agency use.</p>			<p>X</p>
<p><u>Section 3:</u> Staff Training Plan</p> <p>A. Staff Training Schedule/ Staff Training Log</p>		<p>X</p>	
NSP Evaluation Form	<i>OPTIONAL: we encourage your input.</i>		