

**Assessment of
California Women, Infants, and Children (WIC) Program
Goals for Federal Fiscal Year 2015**

The major goals of the California WIC Program for FFY are to:

1. **Implement the Final Food Package Rule provisions**
2. **Plan for implementation of EBT**
3. **Strengthen CDPH WIC Division as an organization**
4. **Strengthen program planning, monitoring, and evaluation efforts**
5. **Expand and strengthen collaborations and partnerships**
6. **Communicate the value of WIC to key audiences**
7. **Continue to enhance WIC nutrition and breastfeeding education through the implementation of Participant Centered Education (PCE).**

To accomplish these goals, the California WIC Program has established the following FFY 2015 program objectives:

Goal One: Implement the Final Food Package Rule provisions.

Objective I: Implement and market required provisions by the dates specified in the final rule.

Assessment: Goal one was met as CDPH/WIC implemented all mandatory final rule provisions by the required dates. The CVV for children was increased from \$6 to \$8 and implemented on 6/2/14. The elimination of 2% milk as an option for all standard food packages for women and children was implemented on 9/29/14. CDPH/WIC also eliminated the requirement that children have a prescription to receive soy beverage and/or tofu on 9/29/14. Training materials for both the elimination of the 2% milk and prescription requirement for children to receive soy and/or tofu were provided to local agencies on 5/28/14. In 10/2014, whole wheat bread and tortillas were made brand specific. On 10/1/14 local agencies had the ability to issue a series of food packages to women who are fully or mostly breastfeeding, become pregnant, and wish to continue to breastfeed.

Objective II: With input from stakeholders, assess optional revisions and plan and implement as specified by the dates in the final rule.

Assessment: CDPH/WIC has assessed the optional provisions in the final rule and received input from manufacturers, local agencies, participants, and WIC Program staff. CDPH/WIC is developing a timeline for the implementation of optional final rule provisions through the California regulatory process, which also includes opportunities for additional stakeholder input.

Goal Two: 2. Plan for implementation of EBT.

Objective I: Continue partnership with the California Office of Systems Integration and Department of Social Services regarding WIC EBT development and implement.

Assessment: On June 25, 2015, the California Office of Systems Integration, Department of Social Services, and CDPH/WIC Division officially released the EBT 3 Request for Proposal (RFP) to continue current EBT services for food and cash programs and to implement WIC EBT statewide. This partnership will continue in activities such as the evaluation of bidder proposals, selection of an EBT Contractor and contract award, design and development of the system, testing, retailer enablement, pilot, and statewide rollout.

Objective II: By 12/31/14, provide ongoing opportunities for stakeholder participation in the development process.

Assessment: CDPH/WIC Division has formed an MIS Taskforce workgroup comprised of State WIC and Local Agency staff. The taskforce has reviewed and provided feedback on a number of issues that have been addressed in the MIS Request for Proposal (RFP) as well as reviewed sections of the MIS RFP.

Objective III: 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.

Assessment: Utilizing the system requirements submitted in the approved MIS IAPD, CDPH/WIC has held numerous requirement sessions with State WIC and Local Agency staff to assure all WIC business processes are represented in the system requirements. The development of the MIS Request for Proposal is in progress.

Objective IV: Fall 2017, three-month pilot begins followed by 2-month post-pilot evaluation.

Assessment: This objective is in regard to an activity that occurs outside of the Federal Fiscal Year 2015.

Objective V: Spring 2018, once post-pilot evaluation is completed, phased statewide rollout begins. Implementation begins in the first of nine regions.

Assessment: This objective is in regard to an activity that occurs outside of the Federal Fiscal Year 2015.

Objective VI: December 2019, ninth and last region fully implemented. Statewide rollout complete.

Assessment: This objective is in regard to an activity that occurs outside of the Federal Fiscal Year 2015.

Goal Three: Strengthen CDPH WIC Division as an organization.

Objective I: By 12/20/14, research options for communications with participants utilizing emerging technologies.

Assessment: CDPH/WIC Division researched options for communication with participants utilizing emerging technologies. One such option that CDPH/WIC Division is pursuing is a mobile ready website that can be downloaded to a participants phone or other mobile device and provides information pertinent to WIC participants including how to apply for services, how to locate a WIC Local Agency, how to locate a WIC Authorized Store, and the complete WIC Authorized food list.

Objective II: By 3/31/15, develop and pilot onboarding process for State staff.

Assessment: CDPH/WIC Division has created a draft onboarding guide for managers to use with new employees in order to ensure they receive the support and guidance needed to be successful in their new position. This document also serves as a guide for managers as it outlines key milestones for the first 30, 60 and 90 days including an overall orientation to the CDPH/WIC Division, mandatory trainings, and job specific trainings.

We are also working with CDPH/ Information Technology Services Division (ITSD) to create a personnel tracking system that includes a welcome e-mail and links to required documents as well as helpful information in order to streamline the onboarding process and go paperless. CDPH/WIC Division will continue to address onboarding in the next fiscal year.

Objective III: By 9/30/15, complete annual Individual Development Plans for 75 percent of State staff.

Assessment: CDPH/WIC is committed to creating meaningful IDPs for staff and has decided to focus on the quality of IDPs. Two-hour training for Individual Development Plans (IDP) was provided by CDPH Human Resource Branch staff for CDPH/WIC management on October 30, 2014. At the Center for Family Health All Staff meeting in February the management session included an in-service presentation on IDPs as well.

The first step taken by CDPH/WIC Division in implementing IDPs for staff was to focus on implementing routine 1:1s. All CDPH/WIC managers now have 1:1s with staff on a regular basis. These 1:1s include discussing work performance and development opportunities for staff. These regular meetings have prepared managers for annual performance appraisals that will be done in preparation for IDPs that will be completed in the fourth quarter.

Goal Four: Strengthen program planning, monitoring, and evaluation efforts.

Objective I: 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.

Assessment: CDPH/WIC Division has submitted monthly and quarterly reports to the USDA in accordance with the timeline outlined in the California WIC's Plan for Cost Containment and Program Effectiveness: Monitoring and Evaluation addendum.

Objective II: 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.

Assessment: CDPH/WIC Division established the new Data Analysis, Research and Evaluation (DARE) Section with one of its goals to establish and formalize program monitoring and evaluation reports; the manager for this new Section was hired in August 2014. Section staff have been reviewing and assessing the current routine reports, and communicating with program colleagues—both internal and external—about their monitoring and evaluation needs. DARE staff have been performing and distributing participation analyses to internal program colleagues on a monthly basis, which provides feedback on variables and analyses that are especially useful to program. Additionally, a discussion focusing on variables to be included in routine monitoring and evaluation reports will be scheduled for an upcoming, two-hour Program Highlights meeting, no later than September 2015.

Objective III: By 1/31/15, release local agency contracts Request for Application that includes performance standards and evaluation criteria.

Assessment: The CDPH/WIC Division contract process was reviewed by CDPH/Contracts Management Unit and included a legal review that determined that a competitive bid process was not required to continue services with existing contracted local agencies.

The CDPH/WIC Division released the request for contract applications on March 27, 2015 to 84 local agencies. CDPH/WIC Division is on track to have all contract applications fully executed by October 1, 2015.

The Sample Contract was released with the contract application and includes a clear scope of work, with clear services to be performed for direct services that includes tasks, objectives, activities to support the objective, and deliverables. CDPH/WIC Division monitoring practices will be revised based on work expectations addressed in local agency contracts.

Objective IV: By 9/30/15, with input from stakeholders, develop framework for and implement comprehensive WIC planning group.

Assessment: CDPH/WIC is working to establish more opportunities for engaging a variety of program stakeholders. It is unlikely that a formal planning board would be established but rather CDPH/WIC is looking to gather stakeholders twice a year so that they can connect with each other and participate in open dialogue about program priorities, policy, and procedures.

In addition, CDPH/WIC Division Local Management and Nutrition Services staff work together to host monthly calls for Local Agency WIC Directors that includes regular program updates and opportunities for local agency input on program planning efforts. CDPH/WIC Division also hosts monthly webinar calls that allow vendor stakeholders to communicate with Vendor Management staff. Information from the vendor stakeholder calls are used in the development and implementation of vendor program activities.

Goal Five: Expand and strengthen collaborations and partnerships.

Objective I: 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.

Assessment: CDPH/WIC Division established monthly meetings beginning in December 2014, among WIC, Maternal Child, Adolescent Health (MCAH) and the California

Department of Health Care Services. Partner nutrition representatives discuss collaborative efforts on a variety of topics related to nutrition and women, infants, and children. Topics include information sharing strategies, lactation accommodations, referral information distribution to health care providers, updates on breastfeeding and high risk infants such as those in the neonatal intermediate/intensive care unit, and sharing program updates. These efforts are documented with meeting agendas and notes and include action items.

Objective II: By 12/31/14, develop routine collaboration with Medi-Cal to support program planning, operations, and participation.

Assessment: CDPH/WIC Division established quarterly meetings with Medi-Cal representatives in October, 2014. The Medi-Cal program is required to provide information about the CA WIC Program to all applicant families. CDPH/WIC Division staff worked collaboratively with Medi-Cal to developed a simple flyer in English and Spanish to be distributed to all Medi-Cal applicant families by local Department of Social Services Agencies. CDPH/WIC Division also revised the t, “Referrals, How Can We Support You?” handout with input from both Medi- to ensure consistent messaging and accurate information. These efforts are documented with meeting agendas and notes and include action items.

Objective III: By 12/31/14, develop routine collaboration with SNAP Ed to support program planning, operations, and participation.

Assessment: CDPH/WIC Division established monthly meetings with CalFresh representatives to create a working plan on ways we could increase mutual program awareness, referrals, and enrollments. Activities to date include sharing program information and referral information on each other’s toll free automated statewide phone lines and added an easily accessible link about each other’s programs on both programs websites.

A joint program outreach flyer was also created and a needs assessment survey tool was developed to assess education needs of local level program staff. Information from this survey will be used to develop a training module for local program staff from both programs.

Objective IV: By 12/31/14, develop and implement state collaboration with First 5 to leverage community linkages.

Assessment: CDPH/WIC has begun preliminary discussions with First 5 about enrollment referrals and educational materials.

Objective V: By 12/31/14, translate annual vendor newsletter and specific education materials into Spanish.

Assessment: CDPH/WIC Division is working to translate the Cashier Tool reference guide and the Vendor Newsletter to Spanish.

Goal Six: Communicate the value of WIC to key audiences.

Objective I: By 12/31/14, establish process to provide quarterly data reports for public distribution through the CDPH Open Data portal.

Assessment: CDPH/WIC Division has engaged with CDPH Open Data Portal staff and in May 2015 conducted a trial submission and review process for the publication of WIC data. A publication schedule has been set for October and December 2015; this will include the number of participants and food costs by month and by region (county) for calendar years 2013 and 2014 and the number of participants by category and food costs by month for the calendar years 2013 and 2014.

Objective II: By 3/31/15, update and distribute Program at a Glance.

Assessment: Due to other priorities, the target date for this objective has been extended to 9/30/15. However, some analyses have been completed or are currently underway that will be published in the Program at a Glance, including data on changing participation and vendor characteristics and food expenditure trends.

Objective III: By 9/30/15, with input from stakeholders, develop and implement a campaign to promote WIC breastfeeding and nutrition education services.

Assessment: CDPH/WIC Division developed a workgroup consisting of local agency representatives to get input on breastfeeding and nutrition education services. The workgroup reviewed the newly released Nutrition Standards and made recommendations on future campaigns and education services. CDPH/WIC division staff will use these recommendations to develop and implement breastfeeding and nutrition education services.

Objective IV: By 9/30/15, reorganize the website to make it more user-friendly and informative.

Assessment: A division wide website workgroup was established to create a more user friendly WIC website. In 2015 CDPH/WIC Division created final draft recommendations

for the website based on 2014 research and assessment data. The site structure has been entirely mapped out. ITSD is building the framework for the new CDPH/WIC Division website. CDPH/WIC staff will migrate content to the new site when it is available.

Goal Seven: Continue to enhance WIC nutrition and breastfeeding education through the implementation of Participant Centered Education (PCE).

Objective I: By 9/30/15, review and update PCE guidance and training protocol.

Assessment: Establishing and improving quality PCE standards throughout California WIC Program remains a high priority for the Division. Using the Nutrition Services Plan for FFY 15 Goal 3, local agencies assessed individual and group PCE practices by observing their educators, assessed their agency's progress towards meeting FFY 13-14 PCE goals, will identify measurable PCE goals for FFY 15, and will describe training and activities planned to meet these goals. Standardized PCE observation tools piloted during the previous NSP cycle were updated and revised for FFY 15 based on local agency feedback. Additionally, Nutrition Consultants evaluate the use of PCE as part of the local agency monitoring process.

To support local agencies' efforts in improving PCE delivery, CDPH/WIC Division will have trained approximately 160 staff at six PCE workshops conducted in Northern and Southern California: *PCE for Individual Education* (1 session), *Be an Effective PCE Mentor* (2 sessions), and *Your Toolkit: PCE for Group Education* (3 sessions).

Objective II: By 9/30/15, ensure that program evaluations monitor participant centered education protocols.

Assessment: CDPH/WIC Division visits 50% of local agencies each year for program evaluations. Monitoring PCE protocols is a part of our routine evaluation process. CDPH/WIC Division staff observe individual counseling and group education sessions as a part of the program monitoring visits.

In clinic observation tools include evaluation of primary participant centered education protocols such as open-ended questions, active listening and participant goal setting. CDPH/WIC Division is currently developing new evaluation tools for program monitoring visits to be implemented October 1, 2015.