

**California Women, Infants and Children (WIC)
FFY 2016 State Plan Goals and Objectives**

Goal 1: To improve the efficiency of the California WIC Program.

1. By 9/30/2016, the CDPH/WIC Division and its stakeholders will develop a five-year strategic plan that will be ready for full implementation beginning October 1, 2016.
2. By 9/30/2016, CDPH/WIC Division will develop an internal workforce development strategy that includes pilot training for the Policy and Planning Branch on three specific public health frameworks (Socio-ecological model, Life Course Theory, Social Determinants of Health) that will be ready for full implementation beginning October 1, 2016.
3. By 9/30/2016, the Electronic Benefits Transfer Services (EBT) contract will be fully executed to perform tasks and activities to implement and operate California's EBT system (includes the complete collection of software, hardware, services, and equipment, integrated and functioning together as a system and performing the functionality and services required).
4. By 9/30/2016, a separate Request for Proposals will be released for an EBT-ready Management Information System (MIS) to assure California meets the federal requirement to transition from the current paper-based food benefit instruments to EBT issuance by October 1, 2020.

Goal 2: To expand WIC clients' opportunities for participation in the WIC program.

1. By 12/31/2015, CDPH/WIC Division will identify and authorize one type of a new farmer vendor entity outside of a Certified Farmers' Market to expand the availability of fresh fruits and vegetables.
2. By 2/29/2016, CDPH/WIC Division will modify the WIC management information system to better understand how CDPH/WIC participants are referred to WIC.
3. By 9/30/2016, CDPH/WIC Division will establish baseline data on how CDPH/WIC participants are referred to WIC and identify appropriate programs for outreach (e.g., MCAH).
4. By 9/30/2016, CDPH/WIC Division will collaborate with at least 5 WIC local agencies to educate participants about the availability of fresh fruits and vegetables available from authorized farmers and other farmer vendor entities.

Goal 3: To improve the nutrition and breastfeeding practices of WIC participants.

1. By 9/30/2016, all Nutrition Consultants providing local agency technical assistance will be trained on *Baby Behavior* to monitor local agency program fidelity.

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2. By 9/30/2016, develop and pilot program monitoring tools to include an evaluation of *Participant Centered Education (PCE) skills, Baby Behavior, Using Loving Support to Grow and Glow in WIC* competencies that will be utilized by nutrition consultants at all program monitoring visits.
3. By 9/30/2016 develop, in collaboration with MCAH, a Breast feeding Strategic Plan to improve breast feeding duration rates of WIC infants at six months by 2%.

Goal 4: To improve the CDPH WIC Division's ability to support data-driven decision-making.

1. By 9/30/2016, 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 7/30/2016, CDPH/WIC Division will analyze and prepare for internal policy analysis WIC participant data to identify declining trends in participation by participant category, geography, race/ethnicity and other relevant factors to inform strategies for improving participant retention and recruitment.
3. By 9/30/2016, CDPH/WIC Division will provide at least two educational webinars to local agencies to assist with identifying opportunities and strategies to improve participant retention and recruitment.
4. By 9/30/2016, CDPH/WIC Division will conduct strategic outreach to identify and invite at least two new vendors/vendor associations to increase vendor participation.
5. By 9/30/2016, CDPH/WIC Division will review local agencies' semi-annual reports to identify and foster potential inter-agency collaborations.