

2016 State Plan Goals and Objectives

Goal 1:	To improve the Efficiency of the California WIC Program
Objective 1:	<i>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.</i>
Progress:	CDPH/WIC is in the process of developing its five-year strategic plan. The first step in developing a strategic plan is gathering information. During this past year, CDPH/WIC has embarked in three distinct information-gathering efforts. The first was in October 2015 during the 2015 WIC Local Agency Director's Conference. Attendees were divided into three groups based on the size of their agency. Each group was then provided three questions to answer regarding needs of the local agency. The questions were related to three major topics of local agency concern: retention and recruitment; technical assistance and monitoring; and nutrition education. The second effort was a series of regional local agency visits. In each visit, CDPH/WIC senior management and staff attended a region to learn more about the needs of each area. After a year of visits, CDPH/WIC was able to identify five distinct areas of need: maximizing participation in the WIC program; providing relevant quality services to participants; providing support to local agencies and vendors to be successful; ensuring integrity and accountability; and, preparing for EBT implementation. Finally, CDPH/WIC requested input for the 2016 State Plan Goals and Objectives. The input we received was consistent with information learned throughout the year. This year-long effort to collect valuable information is now being synthesized into a strategic approach that will be unveiled at the October 2016 Local Agency Director's Conference.
Objective 2:	<i>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.</i>
Progress:	Policy and Planning Branch staff has researched nine separate public health frameworks, in addition to the three listed above. Each framework has been assigned to a staff member whose responsibility it is to become an expert. CDPH/WIC will include presentations on these nine public health frameworks and their relationship to WIC throughout 2016 - 2017.
Objective 3:	<i>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).</i>
Progress:	The EBT contract was awarded to Fidelity Information Services, LLC (FIS).
Objective 4:	<i>By 9/30/2016, a separate Request for Proposals (RFP) 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.</i>
Progress:	Timeline has been approved for the release of the MIS-RFP by March of 2017. Project update has been submitted to USDA through the Advance Planning Document update.
Goal 2:	To expand WIC clients' opportunities for participation in the WIC program.

2016 State Plan Goals and Objectives

Objective 1:	<i>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.</i>
Progress:	The identified farmer vendor entity is the Mobile Farmers' Market. Draft of the Mobile Farmers' Market application and agreement has been developed and is currently being reviewed by CDPH/WIC.
Objective 2:	<i>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.</i>
Progress:	CDPH/WIC will collaborate with stakeholders to review the current recruitment and referral process. Additionally, CDPH/WIC will review data on how participants are referred to WIC. Staff will examine and identify how referral information is collected, develop a strategy for improvements, and make policy updates.
Objective 3:	<i>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).</i>
Progress:	Baseline data was established and shared with staff in April. In 2017, CDPH/WIC will begin to look in more detail at the participant recruitment and referral process.
Objective 4:	<i>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.</i>
Progress:	To date, CDPH/WIC staff has collaborated with Stanislaus County WIC, Ventura County WIC, Santa Barbara County WIC, Shasta County WIC, and Mendocino County WIC for expansion of the Cash Value Voucher (CVV) at farmers' markets in their respective areas. Local agency staff has either attended farmer/market trainings conducted by state staff or have made plans for future trainings. Sample materials for participants related to fresh fruits and vegetables at their new CVV-ready markets have been provided to Santa Barbara and Ventura WIC.
Goal 3	To improve the nutrition and breastfeeding practices of WIC participants.
Objective 1:	<i>By 9/30/2016, all Nutrition Consultants providing local agency technical assistance will be trained on Baby Behavior to monitor local agency program fidelity.</i>
Progress:	Baby Behavior continues to be developed and be completed during the summer 2016. Baby Behavior technical assistance training is available in a self-paced online training or DVD format. CDPH/WIC Nutrition Consultants completed the training by June 30, 2016.
Objective 2:	<i>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.</i>
Progress:	Currently in process; programs are still being developed before piloting begins. CDPH/WIC and a stakeholder group, the Nutrition Standards Plan committee, have started development of piloting tools for principles and techniques of PCE. The piloting tools are currently being

2016 State Plan Goals and Objectives

	reviewed by another stakeholder group, Breastfeeding committee.
Objective 3:	<i>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%.</i>
Progress:	CDPH/WIC staff are currently developing breastfeeding monitoring tools. The results from the monitoring will allow CDPH/WIC in collaboration with stakeholders to develop the Breastfeeding Strategic Plan.
Goal 4:	To improve the CDPH WIC Division's ability to support data-driven decision-making.
Objective 1:	<i>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.</i>
Progress:	Goal date is moved to the end of the year to allow WIC Local Agency Directors Conference in October to meet with California WIC Association and WIC stakeholders.
Objective 2:	<i>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.</i>
Progress:	Reports are generated monthly; currently need to organize and itemize for State Plan report.
Objective 3:	<i>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.</i>
Progress:	CDPH/WIC will collaborate with MCAH to organize a webinar to summarize and provide outreach information to the public about the WIC Eligibility and Program Reach reports at the CWA Conference. In collaboration with MCAH, CDPH/WIC presented research findings at the April 2016 CWA meeting; findings were shared from the report, "Making Connections: Understanding Women's Reasons for not enrolling in WIC during Pregnancy, California 2010-2012."
Objective 4:	<i>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.</i>
Progress:	CDPH/WIC holds quarterly vendor stakeholder meetings/webinars and occasional in-person meetings. CDPH/WIC continues to identify new vendors/vendor associations to increase the participation in meetings by researching organizations, asking our current stakeholder group to extend meeting invitations, and working closely with known vendor associations to continue to grow the number and diversity of vendors who participate in the meetings. There has been two quarterly vendor stakeholder meetings since the start of 2016, and has had 19 new vendors attend one or both meetings.
Objective 5:	<i>By 9/30/2016, CDPH/WIC Division will review local agencies' semi-annual reports to identify and foster potential inter-agency collaborations.</i>
Progress:	Nutrition Consultants and Contract Managers currently review semi-annual reports to identify potential inter-agency collaborations. In 2017, CDHP/WIC will assess these collaborations to learn about their role in CDPH/WIC recruitment, retention, and re-engagement.