

## **II. (A) NUTRITION SERVICES**

**2022 GOAL:** Provide additional funds to Local Agencies that will allow breastfeeding peer counselors to visit local hospitals and other health care providers to assist the medical community in helping the mother to initiate and continue to breastfeed longer.

### **METHODOLOGY:**

1. Provide additional funding from the State Agency (SA) to Local Agencies specifically for breastfeeding peer counselors for increased peer counselor services in hospitals.
2. Promote the importance of breastfeeding to health care professionals targeting pediatric offices & OB-GYNs.
3. Provide training opportunities for the staff and peer counselors on updated breastfeeding promotion, support, and management skills throughout the year.
4. Provide breastfeeding counseling to participants with one-on-one contacts and group class discussion.
5. Promote the importance of breastfeeding to the public through:
  - World Breastfeeding Week (Month) activities in August
  - Continue building the West Virginia Breastfeeding Alliance (WVBA) state coalition
  - Innovation Grant and WV Health Information Network (WV HIN)
6. Make contact with WIC clients after giving birth in a timely manner to initiate breastfeeding.
7. Educating the importance of exclusive breastfeeding and continued support of breastfeeding in the hospital.

**EVALUATION:** The WV WIC Program will measure rates of breastfeeding initiation and duration among the WV WIC population using computer-generated reports.

**STATUS:** Additional funds were provided for peer counselor hours and although COVID-19 prevented hospital visits, peer counselors increased counseling by phone and telehealth to provide increased support for WIC breastfeeding families. Initiation and duration reports are created routinely to share with Local Agencies using data from the WV Crossroads system. Initiation and duration rates are seen to be increasing at a higher rate in the areas of West Virginia that have a Baby Friendly hospital. We currently have 5 Baby Friendly hospitals – Berkeley Medical Center (Shenandoah Valley WIC), Monongalia General Hospital in Morgantown (Monongalia WIC), St Mary’s in Huntington (Valley Health WIC), Stonewall Jackson Memorial Hospital in Weston (Randolph-Elkins WIC) and United Health Care in Bridgeport (Monongalia WIC). During the beginning of FY2020, Ohio

Valley Medical Center (a previous Baby Friendly hospital) closed and this loss of this hospital has created a gap in medical care including breastfeeding support.

**This goal is ongoing and will be continued in FY2022 to help increase breastfeeding rates in the State as well as educating the community about the importance of breastfeeding. Initiation and duration rate data is unavailable at this time.**

## **II. (B). NUTRITION SERVICES**

**2022 GOAL:** At least one of the two eligible Local Agencies will reapply for the USDA Breastfeeding Support Awards (formerly Loving Support).

**METHODOLOGY:** Each Local Agency will be encouraged to apply for the USDA Breastfeeding Support Awards, while at least one agency will complete the application process. The State Agency Breastfeeding Coordinator will provide technical assistance.

**EVALUATION:** All eight Local Agencies have received the USDA Breastfeeding Gold award. Mid-Ohio Valley received the award in 2019 and Randolph Elkins received the award in 2020. Four agencies were eligible to apply in 2021 and were encouraged to apply. TSN, Monongalia and Valley Health all applied for the award and may receive it in August of 2021.

**STATUS:** During FY2022, two of the Local Agencies will be able to apply for the USDA Breastfeeding Support award. They include Central, and Shenandoah.

**This goal is ongoing for FY2022.**

## II. (C). NUTRITION SERVICES

**2022 GOAL:** Local agencies will enroll 20% of their Breastfeeding caseload in Pacify each month from October 1, 2021-September 30, 2022.

**METHODOLOGY:**

1. Each local agency will introduce and encourage all staff to assist pregnant and breastfeeding participants with enrollment in the Pacify App.
2. Each local agency will continue to train staff to use and implement the Pacify app within four months of working in the local agency.
3. Breastfeeding Coordinators will receive caseload reports for their agencies from the State Agency Breastfeeding Coordinator to see total breastfeeding caseload each month. Pacify reports will be sent from the State Office Breastfeeding Coordinator weekly to compare enrollment data with caseload reports for October 1, 2021 - September 30, 2022. The Local Agency Breastfeeding Coordinators will report progress in the mid-year and end of the year Breastfeeding Evaluation reports.
4. For October 1, 2021 through September 30, 2022, the Nutrition Education Liaisons will offer to all pregnant and breastfeeding women, the information about the Pacify app and assist 10% in enrolling with the app.
  - a. Each Local Agency Nutrition Education Liaison will assist 10% of pregnant women and breastfeeding women who have not enrolled in Pacify to begin the enrollment process.
  - b. Each Local Agency Nutrition Education Liaison (NEL) will refer the pregnant and breastfeeding women not enrolled in Pacify to a Breastfeeding Peer Counselor or Breastfeeding Coordinator.

**EVALUATION:**

1. State agency was able to complete a new contract with Pacify from 4/1/2021 – May 31, 2022. The State may extend this contract for a period of three – one-year options not to exceed four years.
2. State agency will maintain and review training logs to ensure all local agency staff are trained and using Pacify appropriately.
3. Pacify training will be continued on a regular basis and as updates occur.
4. Pacify reports will be used to monitor usage of the smartphone app and link to breastfeeding rates in West Virginia.
5. Breastfeeding caseload reports will be provided monthly to each agency and Pacify enrollment reports will be provided weekly to each agency

by the State Agency Breastfeeding Coordinator. The state percentages will be evaluated by clinic and agency through review of each Local Agency mid-year and end of the year Breastfeeding evaluation reports and Nutrition Education reports.

**STATUS:**

**This goal was accomplished in FY2021 as we have been continuing to enroll participants in Pacify throughout the FY 2021. We will continue enrollment for FY2022 with the specific enrollment goal of 20% set above for each agency.**

## II. (D). NUTRITION SERVICES

**2022 GOAL:** For October 1, 2021 through September 30, 2022, offer to all parents/caregivers of infants, an individualized discussion concerning new infant feeding practices including breastfeeding support and education.

- METHODOLOGY:**
1. During FY2022, parents/caregivers will be offered new information from USDA Infant Feeding Guide on baby-led weaning, introduction of complementary foods and breastfeeding support.
  2. During FY2022, the SA will develop packet of materials for local providers concerning WIC focus on nutrition education and breastfeeding of infants. Packet to potentially include: letter from the State WIC Director (describing nutritious foods offered through WIC and the changes in nutrition education and breastfeeding support based on USDA Infant Feeding Guide) and a sample of handouts available to parents/caregivers.
  3. Infant nutrition materials from Brush Art have been revised with new branding and updates and is working through the review process with an expected printing in the Fall of 2020.
  4. Infant nutrition materials from other reputable nutrition companies will be approved by the local agency Nutrition Education Liaisons by July 31, 2020 and provided to parents/caregivers in the Fall of 2020.
  5. New breastfeeding handout was developed in conjunction with VisualZ to go with new WV Breastfeeding Banner. Handout will focus on the main points from banner (front) and troubleshooting breastfeeding (back).
  6. By September 30, 2022, a letter will be drafted and approved by the State WIC Director for inclusion in WIC packets for Local Agency staff to connect with local providers.
  7. Packets of new infant nutrition and breastfeeding feeding support will be available for local agencies by November 30, 2022.

**EVALUATION:** **This goal was not accomplished in FY2021 and will be continued during FY2022. The goal will be measured by the Local Agency Breastfeeding Coordinators by number of packets distributed to WIC families and caregivers.**

## **II. (E). NUTRITION SERVICES**

**2022 GOAL:** During FY2022, the Local Agency Breastfeeding Coordinators and the SA Breastfeeding Coordinator, will train all local and state staff on Level 1 of the new USDA breastfeeding training. Levels 2 – 4 will be offered to appropriate staff when Level 1 Training is complete.

**METHODOLOGY:**

1. State Breastfeeding Coordinator will meet with Local Agency Breastfeeding Coordinators in July 2021 for Level 1 training and plan of roll out to the state.
2. Attendees will develop training plan and calendar to provide Level 1 training to all state and local agencies in the state.
3. Attendees will provide and complete Level 1 Breastfeeding Training by the end of FY2022.

**EVALUATION:** **This goal was not accomplished during FY2021 as the curriculum was not released until April of 2021. This goal will be ongoing and Level 1 training is scheduled for completion in FY2022. Roll out of Levels 2-4 will be planned after Level 1 training is in process. Measurement of completion of the Level 1 training will be through the reporting of the staff trained by the team of Local Agency Breastfeeding Coordinators and the State Breastfeeding Coordinator. The numbers of staff trained will be reported to the State Breastfeeding Coordinator.**

## **II. (F). NUTRITION SERVICES**

**2022 GOAL:** For October 1, 2021 through September 30, 2022, the State Agency Breastfeeding Coordinator will work with Childcare Training Team (KEYS 4 Healthy Kids, WVBA, DHHR Early Childhood, WIC) to provide training on the Breastfeeding Friendly Child Care designation.

**METHODOLOGY:** Training will be provided as requested from early childcare and childcare agencies across the state.

**EVALUATION:** **Completion of training and increased collaboration with childcare centers across West Virginia is the ultimate goal. This is a voluntary training and the number of centers and participants trained each year will vary. Total number of agencies trained each year and participants will be tracked by State Breastfeeding Coordinator.**

## **II. (G). NUTRITION SERVICES**

**2021 GOAL:** For October 1, 2020 through March 31, 2021, offer to all parents/caregivers suggestions for quick and easy weeknight meals using WIC food categories.

**METHODOLOGY:**

1. Beginning October 1, 2020, parents/caregivers will be offered counseling concerning the monthly WIC food category topic provided on bulletin boards and new handout.
2. By September 30, 2020 a new handout will be designed by the SA and local Nutrition Education Liaisons concerning the following WIC food categories covered each month by NWA calendar: milk, eggs, beans, fish, fruits, cheese, yogurt, whole grains (twice), cereal, vegetables and peanut butter.
3. By September 30, 2020, Local Agencies will have access to new handouts and NWA calendars to focus on a WIC food category each month.
4. By September 30, 2021, local agencies will complete nutrition education of Quick and Easy Foods with focus on WIC and NWA calendar.

**EVALUATION:** **This goal was accomplished during FY2021 utilizing existing materials and will not be continued during FY2022.**

## II. (H). NUTRITION SERVICES

**2022 GOAL:** To educate families on the WIC food list choices and ways to utilize those foods including the increased Cash Value Benefits of \$35.00 for each woman and child.

**METHODOLOGY:** Provide WIC participants access to education, tools, information and support for knowledge on WIC food list and behavior change. Collaborate with like-minded, creative partners with similar goals. The FY 2020 Food List may be extended into FY2023 due to expected federal changes in food packages to be released first quarter FY2022. Monthly updates of changes in the digital format of the food list will be provided to the Nutrition Education Liaisons to include in nutrition education with the family.

**EVALUATION:** **The West Virginia WIC Program will work with partners, the USDA, and the NWA to provide nutrition education materials, information, ideas, and recipes to be distributed to WIC participants through the local agencies Nutrition Education Liaisons. Digital changes will be provided to participants through the WICShopper app and webpage. Local agency Nutrition Education Liaisons will be notified through monthly (or as needed) updates to Approved Product List changes to provide new information to WIC families. Goal will be to measure the number of new materials developed and distributed to WIC families.**

**STATUS:** Proposed Federal Regulations due out first quarter FY2022 will be reviewed and a new timeline for WV Food List will be established to include all components that need to be revised.

**This goal is completed for FY2021 and will be continued for FY2022.**

## II. (I). NUTRITION SERVICES

**2022 GOAL:** For October 1, 2021 through September 30, 2022, offer to WIC families, an individualized discussion concerning “Keep Your Life in Balance” through

healthy foods and physical activity. Any of the following topics may be addressed in this goal: food waste, food safety, use of leftovers, healthy snacks, eating mindfully, use of plant-based foods for meals, increased fruits and vegetables with the proposed extension of the Cash Value Benefit (CVB).

- METHODOLOGY:**
1. Local Agency staff will determine specific direction of the above goal and submit specifics on August 1, 2021 Nutrition Education Program Plan.
  2. Nutrition education materials will be ordered from Local Agency requests to provide to WIC families as appropriate.
  3. Nutrition education materials will be provided to Local Agency Nutrition Education Coordinators per request by October 1, 2021 or no later than December 15, 2021.

**EVALUATION:** **Nutrition Education Program Plans are reviewed and comments sent to Local Agency Nutrition Education Liaison (NEL) by August 31, 2021. Specific materials are ordered per request of each NEL and distributed to them as received. Mid-Year and Year-End evaluations will be reviewed by State Agency WIC Coordinator and comments provided to NEL for completion of goals. This is a new goal.**

## **II. (J). NUTRITION SERVICES**

**2021 GOAL:** Collaborate with local health providers on breastfeeding promotion needs via American College of Obstetricians and Gynecologists (ACOG) prescription pad and rebranded infant feeding materials to be provided during FY2021.

**METHODOLOGY:** Local agency Breastfeeding Coordinator will visit local community OB/GYN's to gather input for the WV ACOG prescription pad.

- a. Referral sources will be customized for the 8 local agencies.
- b. Pads will be printed and distributed to local agency OB/GYN's, Family Practice and General Practice Physicians.

**EVALUATION:** This goal was unable to be completed due to the Pandemic. The prescription pad will be utilized as part of the physician packet for the Innovation Grant concerning streamlining WIC appointments. This goal will not be extended into FY2022.