

II. (A) NUTRITION SERVICES

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.

Initiation was 53.04% and duration was 21.27% for 2020. Data for 2021 shows initiation at 54.98% and duration at 25.7%. Partial data for 2022 initiation is 59.88% and duration at 36.51%. **This goal is complete and will be continued as ongoing operations for FY2024 to help increase breastfeeding rates in the State as well as educating the community about the importance of breastfeeding. There are still hospitals that are not allowing peer counselors to enter the hospital.**

II. (B). NUTRITION SERVICES

GOAL: At least two of the three eligible Local Agencies will reapply for the USDA Breastfeeding Support Awards.

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. TSN, Monongalia and Valley Health all applied for the award and received it in August of 2021. Central and Shenandoah were both eligible to apply in 2022 but only Shenandoah applied. Shenandoah did not receive the award in 2022. Central, Shenandoah and Mid Ohio Valley are all eligible to apply in FY 2023.

STATUS: During FY2023, three of the Local Agencies will be able to apply for the USDA Breastfeeding Support award. They include Central, Shenandoah and Mid Ohio Valley.

All three agencies - TSN, Monongalia and Valley Health all received the Award in August of 2021. In FY 2022 Shenandoah applied for the USDA Breastfeeding Support award but did not have all the documentation needed to earn the award. Central did not apply since they have a relatively new Director and BF Coordinator and wanted another year to get processes in place before applying. Only Central and Mid Ohio Valley applied in FY 2023. **This goal was completed. It is encouraged and supported by the State Agency for all eligible Local agencies to apply when they are eligible. The State Breastfeeding Coordinator keeps each eligible agency abreast of their eligibility.**

II. (C). NUTRITION SERVICES

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 4/1/2022- 5/31/2023. The State may extend this contract for a period of two more – 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 final reports for the annual plan.

STATUS: This goal is complete.

II. (D). NUTRITION SERVICES

GOAL: For October 1, 2022 through September 30, 2023, offer to all parents/caregivers of infants, an individualized discussion concerning new infant feeding practices including breastfeeding support and education.

METHODOLOGY:

1. During FY2023, 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 FY2023, the SA will develop a 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 are working through the review process with an expected printing in the Fall of 2023.
4. Infant nutrition materials from other reputable nutrition companies will be approved by the local agency Nutrition Education Liaisons by July 31, 2022 and provided to parents/caregivers in the Fall of 2023.
5. New breastfeeding handout was developed in conjunction with VisualZ to go with the new WV Breastfeeding Banner. Handout will focus on the main points from banner (front) and troubleshooting breastfeeding (back).
6. By September 30, 2023, 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, 2023.
8. The goal will be measured by the Local Agency Breastfeeding Coordinators by number of packets distributed to WIC families and caregivers.

EVALUATION: The Nutrition Services Unit worked with the state marketing contractor, The Manahan Group, to develop and design a Get

the Facts about Breastfeeding brochure as well as a Pocket Guide to Breastfeeding. These materials are being printed and will be shared with all agencies. The Nutrition Services Unit is also working with Brush Art to complete the projects above for the packets. **This goal was accomplished in FY2023. It was modified, and just the materials (no packets) were offered to local agencies to distribute to clients. The Get the Facts brochure and the Breastfeeding Pocket Guide are complete and in the warehouse.**

II. (E). NUTRITION SERVICES

GOAL: 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 a 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: Level 1 and Level 2 have been rolled out and completed for the State Agency Staff. All local agencies are on track to complete by the end of FY 2023. Every local agency BF Coordinator has been training their staff and Level 2 should be complete by the end of FY 2023. All agencies will report the number of employees trained as well as those that still need level 1 in their final FY 2023 BF report. **This goal will continue to roll out Level 3 in FY 2024. Level 4 will be addressed after completion of Level 3.**

II. (F). NUTRITION SERVICES

GOAL: For October 1, 2021 through September 30, 2022, the State Agency Breastfeeding Coordinator will work with the 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 the State Breastfeeding Coordinator. We provided two different training sessions for Child Care Providers and those that supervise Child Care Providers with a total of 67 people trained. This initiative was part of a collaboration led by Keys 4 Healthy Kids. While the Breastfeeding Friendly Child Care Designation (BFCCD) is still ongoing, the initiative for the stakeholders has changed to focus on other areas of need for children in West Virginia. The State Breastfeeding Coordinator still participates in the meetings and initiatives and will provide training and outreach with WVBA as needed. This year our State Agency Breastfeeding Coordinator and Outreach Coordinator attended the West Virginia Infant Toddler Wellness Summit to talk with providers and provide information. As of July 5, 2022 - 6 facilities have completed the BFCCD and 35 more are in process. **This goal was accomplished and will be adopted as an ongoing initiative of the State Agency. There are no updates to this goal at this time.**

II. (G). NUTRITION SERVICES

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 FY2022 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: The WV Approved Food List was revised and will be released October 1, 2022. Stocking Your Pantry and other materials used to promote and increase increased CVB benefits has been adopted into ongoing Nutrition Education materials. **This goal is complete.**

II. (H). NUTRITION SERVICES

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 the 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, 2022. 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 the State Agency WIC Coordinator and comments provided to NEL for completion of goals.

STATUS: **This goal is complete.**

II. (I). NUTRITION SERVICES

2023 GOAL: Local WIC staff will contact 95% of WIC participants who appear on the eWIC household underutilization CVB report.

METHODOLOGY: Reports from Data Direct (CDP) will be sent to Local WIC staff in December, March, and July by the last week of the month. WIC staff make efforts to contact participants (phone call, email, text, etc.).

EVALUATION: WIC staff will utilize a tracking sheet provided by the State Agency to document contact attempt, form of contact, and reason for underutilization. Reports will be analyzed periodically during the FY and strategies for improvement will be discussed at the Local Agency Nutrition Education Liaison meeting.

STATUS: This goal was accomplished in FY 2023, but it was expanded to continue in FY 2024 due to a large number of participants on each report. The quarterly reports will continue, and participants appearing on the report will be mailed educational materials and recipes related to fruits and vegetables.

II. (J). NUTRITION SERVICES

GOAL: To implement an operational quality improvement initiative to develop best practice standards in areas of training, communication and workflow processes as identified by an all staff survey and focus groups.

METHODOLOGY:

A quality improvement team consisting of State Agency (SA) and Local Agency (LA) employees will work together to finalize a quality improvement plan outlining outcomes and strategies to be undertaken in FFY2023. Upon finalizing this plan, strategies will be carried out via sub-committees to improve training, communication, and workflow in WIC at all levels. The OQII team will meet in-person quarterly, and sub-committees will meet virtually.

EVALUATION:

The evaluation process will consist of meeting deliverables, objectives, outputs and evaluations by SA employees and LA employees to ensure all strategies are deployed effectively. Evaluation will also be completed using performance measures and monitoring findings as evidenced by internal and external monitoring, Corrective Action Plans, participant complaints, correct WIC-53s, and record documentation. Lastly, surveys and post tests will be conducted for some elements of the quality improvement plan.

STATUS:

The operational quality improvement team has worked on several deliverables to meet objectives set forth in FY2023 for training, communication, workflow, and service delivery redesign. Service delivery redesign was a workgroup added to this initiative in FY2023 as a response to needed service delivery changes identified by federal waivers and policy memos. As we move into FY2024 this work will continue as deliverables will need to be piloted and revised. The operational quality improvement plan is being constructed and revised during team meetings. The strategies created to achieve increased training, communication, service delivery redesign, and workflow will be revisited late FY2023 and at this time teams may be reconfigured and new focus areas selected.

This is an ongoing goal for FFY 2024.

II. (K). NUTRITION SERVICES

GOAL: Local Agency Breastfeeding staff will follow up with 90% of all Pacify lactation calls as defined by attempted contact with the participant as indicated by the Pacify weekly report.

METHODOLOGY: Each agency shall evaluate the weekly Pacify reports sent by the state breastfeeding coordinator and follow up with the participants who made calls to Pacify lactation consultants. Follow up contacts will be documented on the Pacify weekly report.

EVALUATION: The percentage will be measured by taking the number of calls made to Pacify that received follow up contact divided by the total number of calls made to Pacify during the reporting period. The Local Agency Breastfeeding Coordinator will report the number of calls and number of follow ups made on the mid year and final breastfeeding reports.

STATUS: Local agencies are on track at mid-year FY 2023 with 90% or more follow-up. This goal should be completed this year.

II. (L). NUTRITION SERVICES

GOAL: WV Local Agency Nutrition Education Liaisons and the State Nutrition Services Unit will work in partnership with the American Dairy Council Mideast to develop “Perfect Pairings” using WIC-specific foods/recipes to promote increased consumption of WIC-eligible dairy products, whole grains, and fruits and vegetables. One event using the “Perfect Pairings” theme will be hosted by Local Agencies (virtual or in-person) in FY 2023.

METHODOLOGY: Local and State Nutrition staff will work with American Dairy Association Mideast staff to develop WIC “Perfect Pairings”; the first working virtual meeting scheduled for October 2022, with materials to be developed over a 3 - 4 month period and ready for National Nutrition Month in 2023.

EVALUATION: The Local Agency will host at least one event (virtual or in-person) using the WIC “Perfect Pairings” materials in FY 2023.

STATUS: **This goal is complete.**