

#### **IV. ORGANIZATION AND MANAGEMENT (A)**

**GOAL:** In early 2023 it became clear from WV WIC data that caseload counts were dropping indicating a lack of connection to and sustained engagement between WV families with young children and WV WIC. As local agency directors and state agency staff discussed the issue it became clear that Outreach (its staff and activities) are the cornerstone of WV WIC. Reaching out to, connecting, and forming relationships with WIC clients is the foundation for bringing nutrition services and health surveillance to WV's young families. through the use of outside consultants WV WIC will create an outreach framework that highlights outreach as a cornerstone of the WV WIC program.

**METHODOLOGY:** Through consultant facilitated meetings, state and local agency teams will continue work on standard operating procedures for key areas of work related to outreach, engage in peer-to-peer learning and information sharing, and increase the overall capacity of WV WIC to more effectively engage in outreach work.

**EVALUATION:** The WV WIC program will have an outreach training packet used to onboard new outreach coordinators, new standard operating procedures for key areas of work related to outreach, and a new annual reporting tool for the whole WV WIC program. **This is a new goal for FY2024.**

#### IV. ORGANIZATION AND MANAGEMENT (B)

**GOAL:** WIC services have changed through the COVID-19 Health Emergency. It is paramount that WV WIC undergo process changes to stay relevant and connected with West Virginia families. Through the use of outside consultants WV WIC will build capacity at the local agency level to effectively pilot projects and report their effectiveness. The state agency will gain valuable skills to increase their capacity to provide technical assistance to the local agency teams.

**METHODOLOGY:** Through consultant facilitated meetings, state and local agency teams will continue work on redesigning and implementing a service delivery model consistent with FNS released policy memos, engage in peer-to-peer learning and information sharing, and increase the overall capacity of WV WIC local agencies to more effectively deliver nutrition services to West Virginians. The state agency team will develop leadership, note taking, and facilitation skills to better serve the local agencies in their role as technical assistance.

**EVALUATION:** The WV WIC program will implement a new service delivery model in alignment with Policy Memos released from FNS. The WV WIC program will also further define its training model for new and existing employees, complete with an outlined training manual for onboarding all WIC employees. WV WIC will develop and implement a communication guide that will facilitate increased communication at all levels of the WV WIC program. The state agency will be able to demonstrate more effective communication through adherence to standard operating procedures and facilitation of local agency meetings. **This is a new goal for FY2024.**