

II. (A). NUTRITION SERVICES

GOAL: The Local Agency (LA) Breastfeeding Liaisons (BFL) and the State Agency (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. SA Breastfeeding Coordinator in collaboration with BFLs, develop an annual training calendar where Local Agency BFLs rotate conducting the Level 1 USDA training on a quarterly basis to ensure Level 1 training is completed by all new employees.
2. Level 2 training will be offered each fiscal year within each LA by the BFL for Breastfeeding Peer Counselors (BFPCs) and Certifying Professional Authorities (CPAs) hired within the last 12 months.
3. Level 3 training will be provided to Local Agency breastfeeding staff members who are credentialed in lactation, BFLs and CPAs.
4. Level 4 training will be provided to every Designated Breastfeeding Expert within the Local Agency.

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 FY2023. Every Local Agency BF Liaison has been training their staff and Level 2 should be complete by the end of FY2023. All agencies will report the number of employees trained as well as those that still need Level 1 in their final FY2023 BF report.

STATUS: Level 1 USDA Breastfeeding Training continues to be presented in a virtual setting via Google Meet. Level 1 is taught by the Local Agency BF Liaisons and offered on a quarterly basis throughout the state. 29 employees have received Level 1 training in FY2024.

Level 1 training methodology is now part of regular operations.

Level 2 training was offered throughout FY2023, goal was achieved and 5 employees have completed the training in FY2024. **The Local Agency BF Liaisons continue to conduct Level 2 with new employees within their agency as part of regular training operations.**

At mid-year FY2024, Level 3 USDA training has been completed by two BF Liaisons via self-study videos. At this time, the remaining six BF Liaisons have yet to complete the Level 3 training to then begin training their staff at the local level. Vacancy in the State Breastfeeding Coordinator role in the beginning of FY2024 delayed planning for Level 3

training, hence **this is an ongoing goal for FFY2025**. With the input of the Local Agency Breastfeeding Liaisons, State Agency is exploring partnering with IBCLC, Cathy Carothers at Every Mother Inc to conduct Level 3 in a live virtual setting.

II. (B). NUTRITION SERVICES

GOAL: For FY 2024, Nutrition staff will provide nutrition education materials specific to fruit and vegetable consumption to 95% of participants who appear on the underutilized report.

METHODOLOGY: Nutrition Education Liaisons will target these participants by utilizing the eWIC custom underutilized CVB report. They will contact participants via phone (call or text), email, or mail and provide materials either in-person, email, or mail. These materials will be used to educate participants and items listed below will be used to incentivize the participants to increase their consumption of fruits and vegetables. The participants will be informed of the incentive items which will increase the consumption of fruits and vegetables among the participants. At the contact point with the participant, the nutrition education staff will discover why a participant is not using CVB benefits and send out materials and incentive items accordingly. These materials and incentive items will lead to healthier participants and will increase fruits and vegetable consumption over the reporting period.

Potential Mailing Materials:

Stocking the Pantry- fliers on use of frozen/canned fruits and vegetables)

Recipe Cards

Nutrition Matters Cards for Fruits and Vegetables

Benefit Card- Highlights Specific Benefits

Visual Materials:

Videos with instructions for making recipes including recipes using frozen and canned fruits and vegetables.

Potential Incentive Items:

MyPlates

Fresh Baby Freezer Pop Makers with Recipe Cards

Ice Cube Trays for Perfect Portions of Baby Food

Baby Spoons

EVALUATION: Using the eWIC custom underutilized CVB report, each Local Agency will be examined for families who are using 5% or less of their CVB. Families will not appear on more than two reports since nutrition staff are targeting 95% of the families on that report and incentivizing them with items and materials. Nutrition Education Program Plans are reviewed and comments sent to Local Agency Nutrition Education Liaison (NEL) by August 31, 2024. 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:

Local Agencies are on track at the mid-year FY2024 reporting with 95% of participants contacted that appeared on the CVB report who were using 5% or less of their CVB. CVB usage reports show an increase in CVB usage from 10/23 at 67.6% to 5/24 72% usage. 6/1/24 CVB can be spent at approved Farmers Markets which will continue to increase CVB usage. This goal continues throughout FY2024. **This goal should be completed this year, and will be adopted as regular operations with contact via OneCallNow automated messaging for participants with CVB underutilization.**

II. (C). NUTRITION SERVICES

GOAL: To continue utilizing 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 FFY2024. 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 (OQI) team has implemented the products developed in FY2023 throughout FY2024 which includes a training framework for the first two years of employment, workflow process document for each position at the state agency and local agencies, a communication guide including newsletter sharing pilot project updates and innovation program-wide, and service delivery redesign (SDR) framework. Evaluation of OQI efforts in FFY2024 was designed and conducted by a neutral consultant. OQI participants chose to gather feedback on OQI products through focus groups with statewide WIC staff to assess both the knowledge and effectiveness of the tools produced by the workgroups and distributed for implementation statewide. The results of the focus groups will be analyzed and applied, by participants, to OQI planning for FFY2025 at the August 2024 OQI meeting.

The Nutrition Services Unit will continue technical assistance to the SDR workgroup to implement the framework in existing policy and procedure, request additional waivers for modernization, and develop training curriculum.

This is an ongoing goal for FFY2025.

II. (D). 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 Liaison will report the number of calls and number of follow ups made on the mid-year and final breastfeeding reports.

STATUS: Each Local Agency successfully completed meeting this goal except for one agency due to staffing. Local Agency Breastfeeding Liaisons reported an 88-100% follow-up call percentage for their Pacify participants.

100% of calls (10 calls) in Wheeling-Ohio agency were not followed up on due to lack of breastfeeding staff and vacancy in the Breastfeeding Liaison role. Each of the 9 Breastfeeding Liaisons continue to receive detailed weekly Pacify reports shared from the State Agency where they follow up with participants to ensure best practice and continuity of care.

This goal is complete and has become a part of regular operations.

II. (E). NUTRITION SERVICES

GOAL: For FY 2024, nutrition staff will provide and/or offer iron-specific nutrition education materials to 95% of participants 1-2 years of age with a hemoglobin level of 10g/dL or below.

METHODOLOGY: Utilizing the available data on iron, nutrition staff will provide iron-specific materials and potential incentive items to participants. Staff will inform participants that incentive items and materials are available on iron and will utilize these materials and items to target participants 1-2 years of age that appear on the High Risk Report. At contact points with participants, the staff will determine which materials and incentive items will be appropriate for each participant. Incentive items and materials will vary from Local Agency to Local Agency.

Potential Incentive Items:

- 1: Calcium Cards
- 2: Iron Foods Handouts
- 3: Dairy Cups
- 4: Measuring Cups to Show Portion Sizes for Iron Foods

Potential Visual Materials

- 1: Iron-Rich Videos
- 2: Vitamin-C Videos

EVALUATION: Utilizing the High Risk Report, 95% of participants age 1-2 will be contacted that have a hemoglobin level of 10g/dL or below. If 95% of participants are contacted and materials or incentive items are provided, the goal will be met. This report will be run every six (6) months to report on who needs materials, not as a way to see who has improved in hemoglobin levels. Nutrition Education Program Plans are reviewed and comments sent to Local Agency Nutrition Education Liaison (NEL) by August 31, 2024. Mid-Year and Year-End evaluations will be reviewed by the State WIC Agency.

STATUS: Challenges occurred to implement the goal when there a low number of participants ages 1-2 as High Risk with a hemoglobin level of 10g/dL. Local Agencies report that is is difficult to track who have been given incentive items as well as encouraging participants to show up for their follow-up appointments. The Local Agencies are on track at the mid-year

FY 2024 providing nutrition education and incentive items for each High Risk 201 risk code between the ages of 1-2 years. **This goal should be completed this year.**

II. (F). NUTRITION SERVICES

GOAL: Parents will be knowledgeable and supported throughout their breastfeeding journey.

- OBJECTIVES:**
1. Improve participant engagement throughout diverse communication tailored to meet participant needs.
 2. Increase guidance for mothers by ensuring consistent access to breastfeeding resources and breastfeeding support staff across all clinic locations.
 3. Strengthen relationships with community partners by increasing awareness of WIC breastfeeding resources.

METHODOLOGY: A variety of methods and materials will be utilized throughout FY25 to achieve our goal. Methods include increasing consistency of the message of breastfeeding promotion throughout the state, providing participants with a variety of ways to be educated on breastfeeding. By increasing access to breastfeeding resources and support staff in the office setting and community, a parent will feel more supported and encouraged to initiate breastfeeding in the hospital setting and breastfeed longer.

Secret Ingredient Materials, digital Brush Art platform, existing Breastfeeding Inventory print materials, One Call Now, Pacify app will all be available to use to promote breastfeeding and better inform participants of upcoming breastfeeding events in the community.

EVALUATION: 1. Breastfeeding Initiation and Duration Reports → Goal for >65%

statewide Initiation Rate. Reports will be run on a quarterly basis, comparing Initiation and Duration Rates to FY2023 and FY2024 data.

2. Breast Pump Issuance Report → Baseline data will be collected for the last quarter of FY2024. Prior to the start of FY2025, breast pump inventory will be updated to reflect current inventory and the addition of the new single use and multi-user breast pumps. This report will be run on a quarterly basis by each local agency, showing the number of

pumps issued by type. To support our breastfeeding goal, success will be measured if the rate of breast pump issuance increases by 25% throughout Q1 and Q2 of FY2025.

3. Prior to the start of FY2025, SA Breastfeeding Coordinator will collaborate with LA Breastfeeding Liaisons to create individualized promotional materials in order to support LA staff in tracking community partner engagement and efforts in birthing hospitals.

STATUS: This is a new goal.

II. (G). NUTRITION SERVICES

GOAL: Increase nutrition education for WIC participants by offering new client-centered approaches to access and deliver information.

OBJECTIVES:

1. Add up to 2 new ways to deliver nutrition education based on participant input.
2. Close 2 critical gaps - in internal (staff) and external (participant) systems in delivering new ways of providing Nutrition Education to participants.

METHODOLOGY: Offer client-centered nutrition education approaches.

Offering additional options and flexibility towards the way WV WIC offers Nutrition Education will provide ongoing support and follow-up to reinforce learning and behavior change.

Local Agency staff will conduct staff training to ensure all staff understand newly implemented Nutrition Education offered to participants. The Local Agency staff will understand the impact/change to scheduling and utilize appropriate documentation methods in Crossroads. Nutritionists/CPAs can utilize current Nutrition Education inventory, Secret Ingredient Materials, digital Brush Art platform and additional participant and family-centered materials.

Nutritionists/CPAs will be provided continuing education opportunities in order to stay up-to-date with the latest research, recommendations and best practices.

EVALUATION:

1. Measure change by running Missed and Refused Nutrition Education appointments.

2. Gather feedback from participants around the FY2025 Nutrition Education Annual Plan by conducting a participant satisfaction survey.

3. Gather feedback on the success and obstacles from Nutritionist/CPAs during Nutrition Education Liaison meetings.

STATUS: **This is a new goal.**