

**New Hampshire Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)
FFY 2017 Goals and Objectives**

GOALS	OBJECTIVES	TIMELINE FOR COMPLETION	LEAD STATE STAFF																		
GOAL I To improve nutrition education and breastfeeding promotion services.	1. To evaluate and reassess focus areas of the statewide strategic plan encompassing participant centered services nutrition and breastfeeding services and improved client services.	September 2017	State Nutrition Services Manager																		
	2. To continue coordination strategies with the Head Start Program, Child and Adult Care Food Program, Home Visiting Program, Commodity Health Centers, and licensed Child Care Agencies to coordinate nutrition and breastfeeding trainings, messages and materials.	September 2017	State Nutrition Services Manager																		
	3. To increase the number of WIC nutrition staff and peer counselors who are training in Loving Support, are Certified Lactation Counselors and International Board Certified Lactation Consultants.	September 2017	State WIC Breastfeeding Coordinator																		
	4. To improve breastfeeding initiation, duration and exclusivity rates through use of the Loving Support Breastfeeding Peer Counseling Program, NWA Breastfeeding Strategic Plan and implementation of the Six Steps to Achieve Breastfeeding Goals for WIC clinics. (source StarLINC BF reports Jan-Dec cohort 7 months & 14 months) <table border="1" data-bbox="464 1057 1213 1317"> <thead> <tr> <th></th> <th>Baseline</th> <th>2016*</th> </tr> </thead> <tbody> <tr> <td>Ever BF</td> <td>74.4%</td> <td>75 %</td> </tr> <tr> <td>Breastfed At Least 6 Months</td> <td>27.3%</td> <td>32 %</td> </tr> <tr> <td>Breastfed At Least 12 Months</td> <td>20.9%</td> <td>22%</td> </tr> </tbody> </table> (source StarLINC BF reports Jan-Dec cohort 3 months & 6 months) <table border="1" data-bbox="464 1243 1213 1317"> <tbody> <tr> <td>Breastfed 3 months exclusively</td> <td>21.8%</td> <td>23%</td> </tr> <tr> <td>Breastfed 6 months exclusively</td> <td>16.5%</td> <td>18%</td> </tr> </tbody> </table> *calendar year		Baseline	2016*	Ever BF	74.4%	75 %	Breastfed At Least 6 Months	27.3%	32 %	Breastfed At Least 12 Months	20.9%	22%	Breastfed 3 months exclusively	21.8%	23%	Breastfed 6 months exclusively	16.5%	18%	July 2016	State WIC Breastfeeding Coordinator
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	5. To improve the quality of nutrition services to pregnant women, including assistance with oral health care, smoking cessation and increased nutrition education with a nutritionist during pregnancy.	September 2017	State WIC Nutrition Coordinator State WIC Breastfeeding Coordinator																		

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GOAL II To implement Electronic Benefit Transfer (eWIC) in the NH WIC Program.	1. To pilot eWIC	Summer 2017	State WIC Director State MIS Coordinator
	2. To begin roll-out statewide	Fall 2017	State WIC Director State MIS Coordinator
	3. To complete eWIC roll-out Statewide.	December 2017	State WIC Director State MIS Coordinator
GOAL III To improve vendor management services with implementation of eWIC.	1. To complete the update of vendor training materials, vendor agreement, and store handbook for eWIC. 2. Work with Vendor Advisory Council regarding transition to eWIC.	September 2017	State Vendor Manager
GOAL IV To direct resources toward the improvement of overall program operations.	1. To procure and integrate new technologies to modernize and improve WIC participant services.	Summer 2017	State WIC Director State Nutrition Services Manager
	2. To evaluate participant centered services in program operations at the local level, and use recent staff and participant satisfaction surveys to provide continuous quality improvement.	March 2017 and June 2017	State WIC Nutrition Coordinator State WIC Breastfeeding Coordinator
	3. To expand WIC outreach initiatives to reach more eligible women and children, through coordination with Medicaid managed care organizations, Food Stamps, TANF, and health care providers in order to improve retention of older children and reach non-participating eligibles.	December 2016	State WIC Nutrition Coordinator State WIC Breastfeeding Coordinator

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	4. To serve 95% of WIC contracted caseload.	Ongoing	State WIC Director
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