

**New Hampshire Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)
FFY 2016 Goals and Objectives**

GOALS	OBJECTIVES	TIMELINE FOR COMPLETION	LEAD STATE STAFF												
GOAL I To improve nutrition education and breastfeeding promotion services.	1. To implement and evaluate the statewide strategic plan encompassing participant centered services, and implement strategies in the nutrition and breastfeeding services areas for improved client services.	September 2016	State WIC Nutrition Coordinator State WIC Breastfeeding Coordinator												
	2. To strengthen 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 2016	State WIC Nutrition Coordinator State WIC Breastfeeding Coordinator												
	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 2016	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="0" data-bbox="464 1060 1220 1320"> <thead> <tr> <th></th> <th align="center"><u>Baseline</u></th> <th align="center"><u>2015</u></th> </tr> </thead> <tbody> <tr> <td>Ever BF</td> <td align="center">74.0%</td> <td align="center">75 %</td> </tr> <tr> <td>Breastfed At Least 6 Months</td> <td align="center">30%</td> <td align="center">32 %</td> </tr> <tr> <td>Breastfed At Least 12 Months</td> <td align="center">18%</td> <td align="center">19%</td> </tr> </tbody> </table> (source StarLINC BF reports Jan-Dec cohort 3 months & 6 months) Breastfed 3 months exclusively 21% 23% Breastfed 6 months exclusively 16.5% 18%		<u>Baseline</u>	<u>2015</u>	Ever BF	74.0%	75 %	Breastfed At Least 6 Months	30%	32 %	Breastfed At Least 12 Months	18%	19%	July 2016	State WIC Breastfeeding Coordinator
	<u>Baseline</u>	<u>2015</u>													
Ever BF	74.0%	75 %													
Breastfed At Least 6 Months	30%	32 %													
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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 2016	State WIC Nutrition Coordinator State WIC Breastfeeding Coordinator												

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GOAL II To develop a plan for implementation of Electronic Benefit Transfer (eWIC) in the NH WIC Program.	1. To complete eWIC planning.	March 2016	State WIC Director
	2. To submit eWIC IAPD to USDA for approval.	November 2015	ITCA on behalf of the Multi-State Consortium (MSC). (MSC-NH, Kansas and ITCA)
	3. To complete eWIC pilot.	January 2017	State WIC Director
	4. To complete statewide expansion.	June 2017	State WIC Director
GOAL III To improve vendor management services with implementation of eWIC.	1. To prepare for eWIC by updating vendor training materials, vendor agreement, and store handbook.	September 2016	State Vendor Manager
GOAL IV To direct resources toward the improvement of overall program operations.	1. To integrate new technologies such as WIChealth.org, automated appointment reminders and WIC shopper, to modernize and improve WIC services.	September 2016	State WIC Director
	2. To continue implementation and evaluation of participant centered services in program operations at State and local levels, including staff and participant satisfaction surveys and quality improvement projects as part of the strategic plan.	Ongoing	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 and health care providers and organizations in order to improve retention of older children.	Ongoing	State WIC Nutrition Coordinator State WIC Breastfeeding Coordinator
	4. To serve 95% of WIC contracted caseload.	Ongoing	State WIC Director