

**New Hampshire Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)
FFY 2020 Goals and Objectives**

GOALS	OBJECTIVES	TIMELINE FOR COMPLETION	LEAD STATE STAFF												
GOAL I To improve the health status of New Hampshire WIC participants.	1. To improve the frequency and quality of nutrition services to all participants, including but not limited to, early pregnancy enrollment by the first trimester (from 53% to 55%), achievement of recommended weight gain based on pre-pregnant BMI, screening and referral for oral health, smoking cessation (preliminary new initiative w/ Harvard School of Public Health), lead and post-partum follow-up for women with gestational diabetes in PG.	September 2020	State Nutrition Services Manager State WIC Nutrition Coordinator												
	2. To decrease the rate of low birth weight infants born to women enrolled on WIC during their pregnancy from 6.9 to <6.0% through continued efforts, such as but not limited to, early prenatal enrollment, weight monitoring of PG at follow-up visits, continued efforts with smoking screening and referrals.	September 2020	State Nutrition Services Manager State WIC Nutrition Coordinator												
	3. To improve participant access to safe water through participating in water pitcher filtration project. Pilot to enroll 50 pregnant women drinking well water with elevated arsenic levels.	Winter 2019-pilot Summer 2020-rollout	State Director State Nutrition Services Manager State WIC Nutrition Coordinator												
	4. To implement Learn the Signs Act Early developmental monitoring activities as part of certifications/mid-certifications for children ages 0-5 years at all WIC agencies.	Fall 2019-pilot June 2020-roll out	State Nutrition Services Manager State WIC Nutrition Coordinator												
Goal II To establish breastfeeding as the norm of infant feeding.	1. To increase initiation, duration and exclusive breastfeeding rates through use of the USDA WIC Breastfeeding Curriculum – WIC Breastfeeding Support Learn Together with BF Coordinators, LA nutrition staff and peer counselors. Grow Together, NWA Breastfeeding Strategic Plan and implementation of the Six Steps to Achieve Breastfeeding Goals for WIC clinics. <table border="0" data-bbox="359 1295 1268 1502" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th></th> <th style="text-align: center;">SFY19Baseline</th> <th style="text-align: center;">SFY20 Goal</th> </tr> </thead> <tbody> <tr> <td>FBF</td> <td style="text-align: center;">18.5 %</td> <td style="text-align: center;">18.8 %</td> </tr> <tr> <td>PBF</td> <td style="text-align: center;">13.8 %</td> <td style="text-align: center;">14.0%</td> </tr> <tr> <td>% BF</td> <td style="text-align: center;">32.3 %</td> <td style="text-align: center;">33.0%</td> </tr> </tbody> </table>		SFY19Baseline	SFY20 Goal	FBF	18.5 %	18.8 %	PBF	13.8 %	14.0%	% BF	32.3 %	33.0%	June 2020	State WIC Breastfeeding Coordinator State WIC Nutrition Coordinator
	SFY19Baseline	SFY20 Goal													
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	<p align="center">SFY19 Baseline* SFY20 Goal</p> <p>Ever BF 75.8 % 76.0 %</p> <p>Breastfed At Least 6 Months 30.7% 31.0%</p> <p>Breastfed At Least 12 Months 22.8 % 23.0 %</p> <p>(source StarLINC BF reports July-June cohort 7 months & 14 months)</p> <p>Breastfed 3 months exclusively 27.7% 28 %</p> <p>Breastfed 6 months exclusively 22.4% 23 %</p> <p>*SFY 19 year (source StarLINC BF reports July-June cohort 3 months & 6 months)</p> <p align="center"><u>Calendar Year 2017</u> <u>Calendar Year 2018</u></p> <p>Breastfed 3 months exclusively 30.6% NA</p> <p>Breastfed 6 months exclusively 15.4% NA</p> <p>(Source NH PedNSS data calendar year 2017—2018/19 data not compiled/available (NA) for reporting or setting goal)</p>		
	2. To train 100% of new and existing staff on the new WIC Breastfeeding Curriculum which includes the added Designated Breastfeeding Expert position.	September 2020	State WIC Breastfeeding Coordinator
	3. Increase the number of nutrition and breastfeeding staff with a Certified Lactation Counselor certificate from 20 to 23 this year.	September 2020	State WIC Breastfeeding Coordinator
	4. Engage at least one nutrition and breastfeeding staff person to explore the International Board Certified Lactation Consultant certification process by sharing trainings and exam requirements at Winter Breastfeeding Coordinators meeting.	September 2020	State WIC Breastfeeding Coordinator
	5. Implement a NH WIC breastfeeding support services project in the hospital setting with a goal to increase exclusively breastfeeding duration at 3 months and 6 months. (Goodwin Community Health pilot Project – WIC BFPC at Bedside)	September 2020	State Nutrition Services Manager State WIC Breastfeeding Coordinator
GOAL III To implement Electronic Benefit Transfer (eWIC) in the NH WIC Program for participants and vendors.	1. To develop high-risk vendor reports.	September 2020	State Vendor Manager

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	2. To attend Power BI training to learn new software application for data mining and WIC data reports	September 2020	State Vendor Manager State MIS Coordinator															
	3. To complete price survey waiver and seek approval from FNS for exemption from biannual collection of shelf prices	December 2019	State Vendor Manager															
	4. To seek approval through NH JLCAR and then implement new Administrative Rules to include EBT operations.	October 2019	State WIC Director Nutrition Services Manager State Vendor Manager															
GOAL IV To increase potential, former and current participants' access to WIC program services.	1. To integrate WIC Shopper and WIC Smart into WIC participant services to modernize program operations and improve customer satisfaction, outreach and retention statewide at all WIC sites.	Pilot late phase ending summer 2019; roll-out statewide October 2019	State WIC Director State Nutrition Services Manager State WIC Nutrition Coordinator State Breastfeeding Coordinator															
	2. To evaluate and refine program operations and participant satisfaction through a participant survey to provide continuous quality improvement and assess current operations.	Winter 2019	State WIC Nutrition Coordinator State WIC Breastfeeding Coordinator															
	3. To expand current Department MOU with SNAP to include NH Medicaid participants, for WIC outreach through the NH EASY tool.	Fall 2019	State WIC Nutrition Coordinator State WIC Breastfeeding Coordinator															
	4. To develop and execute MOU with NH Healthy Homes and Lead Prevention Program to data share.	Fall 2019	State Nutrition Services Manager State WIC Director State MIS Coordinator															
	5. Participate in National WIC Association Outreach Campaign.	Ongoing	State WIC Director															
	6. To decrease % loss in 2020, to an increase of 5%.	Ongoing	State WIC Director															
	<table border="1"> <thead> <tr> <th>Annual % Decrease</th> <th>National</th> <th>NH</th> </tr> </thead> <tbody> <tr> <td>2016</td> <td>-5.41 %</td> <td>-7.38 %</td> </tr> <tr> <td>2017</td> <td>-5.32 %</td> <td>-5.47 %</td> </tr> <tr> <td>2018</td> <td>-6.65 %</td> <td>-0.89%</td> </tr> <tr> <td>2019</td> <td></td> <td>+5.0%</td> </tr> </tbody> </table>	Annual % Decrease	National	NH	2016	-5.41 %	-7.38 %	2017	-5.32 %	-5.47 %	2018	-6.65 %	-0.89%	2019		+5.0%		
Annual % Decrease	National	NH																
2016	-5.41 %	-7.38 %																
2017	-5.32 %	-5.47 %																
2018	-6.65 %	-0.89%																
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	7. To amend contract with JPMA to add benefit balance feature to WIC Shopper application for NH WIC families.	September 2019	State WIC Director															