

**New Hampshire Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)  
FFY 2024 Goals and Objectives \_\_\_FINAL**

GOALS	OBJECTIVES	EVALUATION	TIMELINE FOR COMPLETION	LEAD STATE STAFF
<p><b>GOAL I</b> <b>To improve the health status of New Hampshire WIC participants.</b></p>	<p>1. To improve the frequency and quality of nutrition services to all participants, including but not limited to, early pregnancy enrollment, screening and referral for smoking cessation, lead screening for infants and children, and post-partum follow-up care for women— emphasis on DR appt after delivery, postpartum care and targeted messaging for those who had gestational diabetes in PG.</p>	<p>PedNSS and StarLINC data: Pregnancy enrollment in WIC by 1<sup>st</sup> trimester Number of Smoking Cessation Referrals # children 1-5 years old who got a lead test at WIC # of postpartum women with gestational diabetes at PP WIC visit.</p>	<p>September 2024</p>	<p>State Nutrition Services Manager State WIC Nutrition Coordinator</p>
	<p>2. Improve participant access to safe water statewide through participating in water pitcher filtration project with the NH Department of Environmental Services.</p>	<p># of PG women screened in Water Well-ness initiative and the # pitchers provided.</p>	<p>September 2024</p>	<p>State Director State Nutrition Services Manager State WIC Nutrition Coordinator</p>
	<p>3. Increase participant access Learn the Signs Act Early developmental monitoring checklists and referral to screening resources as appropriate at certifications/mid-certification appointments for children ages 0-5 years at all WIC agencies.</p>	<p>Number of local agencies doing LTSAE developmental monitoring. Number of hits each month on CDC Milestones page via WIC Shopper Report data for % families reached, LTSAE information, LTSAE materials and referrals made.</p>	<p>September 2024</p>	<p>State Nutrition Services Manager State WIC Nutrition Coordinator State WIC Breastfeeding Coordinator</p>

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	4. To explore and pilot w/ 1 agency Screening, Brief Intervention and Referral to Treatment (SBIRT) approach to screen for drug, alcohol misuse.	Pilot of SBIRT at 1 agency.	September 2024	State WIC Director State Assistant Director State Nutrition Services Manager State WIC Nutrition Coordinator
	5. To explore offering TodaysBaby program/messaging for pregnant and post-partum women.	Pilot TodaysBaby at least 1 agency.	September 2024	State Assistant Director State Nutrition Services Manager State WIC Nutrition Coordinator State Breastfeeding Coordinator
<b>Goal II</b> <b>To improve the competency of NH WIC staff.</b>	1. To offer all annual staff training on WIC 101.	# of WIC staff trained on WIC 101	September 2024	State Nutrition Services Manager State WIC Nutrition Coordinator
	2. To provide WIC nutrition staff at least 3 training opportunities throughout the year to enhance and strengthen their knowledge and skills on maternal/child health issues.	# of training opportunities offered and the # of staff participating	September 2024	State WIC Nutrition Coordinator
	3. Provide monthly “Nutrition skill builder” for staff.	# of skill builders provided; survey results	September 2024	State WIC Nutrition Coordinator
	4. Provide training on Respect and Civility in the Workplace.	Training provided and # of staff participating.	August 2024	State WIC Director
<b>Goal III</b> <b>To establish breastfeeding as the norm of</b>	1. To increase breastfeeding rates such as initiation, exclusive-fully, partial and total percent through use of the USDA WIC Breastfeeding Curriculum – WIC Breastfeeding Support Learn Together with BF	Monthly caseload data % Fully BF and % Partial BF packages issued.	June 2024	State WIC Breastfeeding Coordinator State WIC Nutrition

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<p><b>infant feeding and decrease the gap in breastfeeding rates among WIC population and non-WIC population.</b></p>	<p>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.</p> <table border="1" data-bbox="344 378 1123 459"> <thead> <tr> <th></th> <th>SFY23 Baseline</th> <th>SFY24 Goal</th> </tr> </thead> <tbody> <tr> <td><b>Ever BF</b></td> <td>78.8 %</td> <td>78.9 %</td> </tr> </tbody> </table> <p>(Source: StarLINC BF reports July-June cohort 7 months &amp; 14 months)</p> <table border="1" data-bbox="344 527 1123 690"> <thead> <tr> <th></th> <th>SFY23Baseline</th> <th>SFY24 Goal</th> </tr> </thead> <tbody> <tr> <td><b>Full Breastfed (FBF)</b></td> <td>23.7 %</td> <td>23.9 %</td> </tr> <tr> <td><b>Partial Breastfed (PBF)</b></td> <td>17.7%</td> <td>17.9%</td> </tr> <tr> <td><b>Total % FBF/PBF</b></td> <td>41.4%</td> <td>41.6%</td> </tr> </tbody> </table> <p>(Source: StarLINC BF reports)</p>		SFY23 Baseline	SFY24 Goal	<b>Ever BF</b>	78.8 %	78.9 %		SFY23Baseline	SFY24 Goal	<b>Full Breastfed (FBF)</b>	23.7 %	23.9 %	<b>Partial Breastfed (PBF)</b>	17.7%	17.9%	<b>Total % FBF/PBF</b>	41.4%	41.6%	<p>Monthly StarLINC BF rates by agency for Fully, Mostly, and Limited BF.</p> <p>Annual Immunization Survey BF data report.</p>		<p>Coordinator</p>
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	<p>2. To train new and current WIC staff and community partners on the WIC Breastfeeding Curriculum which includes the added Designated Breastfeeding Expert position.</p>	<p># of WIC staff trained on BF curriculum # of community partners trained on BF curriculum</p>	<p>September 2024</p>	<p>State WIC Breastfeeding Coordinator</p>																		
	<p>3. Increase the number of nutrition and breastfeeding staff with a Certified Lactation Counselor certificate from 12 to 14 this year.</p>	<p># of staff who attend training and pass the exam for CLC, statewide.</p>	<p>September 2024</p>	<p>State WIC Breastfeeding Coordinator</p>																		
	<p>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 Breastfeeding Coordinators meeting.</p>	<p>Number of staff who express interest and engage in discussion with State BF Coordinator on how to become an IBCLC.</p>	<p>September 2024</p>	<p>State WIC Breastfeeding Coordinator</p>																		
<p><b>GOAL IV</b></p>	<p>1. To investigate a new software application for data</p>	<p>Implementation of a</p>	<p>April 2024</p>	<p>State Vendor</p>																		

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<b>To improve WIC food delivery management systems and utilization of benefits at the retail grocer.</b>	mining.	data analysis and visualization tool		Manager State MIS Coordinator
	2. To complete price survey waiver and seek approval from FNS for exemption from biannual collection of shelf prices.	Approved price survey waiver	April 2024	State Vendor Manager
	3. To decrease the number of households with zero redeemed benefits in a month.	% change month over month in Zero redemption report	Ongoing	State Vendor Manager State MIS Coordinator
	4. Implement the Shopping improvement grant work.	Increased redemptions	Ongoing	State Vendor Manager
<b>GOAL V To increase potential, former and current participants' access to WIC program services.</b>	1. To continue to expand options in WIC Shopper and WIC Smart for WIC participant services to modernize program operations and improve customer satisfaction, outreach and retention statewide at all WIC sites. Add additional nutrition education materials, critical documents and community resources and referrals.	Number of new functionalities in WIC Shopper and WIC Smart.  Number of registered users each month.	September 2024	State WIC Director State Nutrition Services Manager State WIC Nutrition Coordinator State Breastfeeding Coordinator
	2. Determine feasibility of online Pre-app in Spanish and development of a participant portal.	Spanish pre-app and participant portal	September 2024	State WIC Director State Assistant Director
	3. Conduct NH WIC Participant Survey.	Survey results	August/September 2023 conduct Spring/summer 2024 report	State WIC Nutrition Coordinator State WIC Breastfeeding Coordinator
	4. Participate in National WIC Association Recruitment and Retention Campaign.	# of clicks through the signupwic	Ongoing	State WIC Director State Assistant

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		website.  % Retention of participations.		Director																														
	5. To decrease % participation loss in 2023, to a gain of participants. <table border="1" data-bbox="342 456 1121 938" style="margin-left: 40px;"> <thead> <tr> <th colspan="3">Annual Total Participation</th> </tr> <tr> <th>Year</th> <th>National</th> <th>NH</th> </tr> </thead> <tbody> <tr> <td>2016</td> <td>-0.81%</td> <td>-3.95%</td> </tr> <tr> <td>2017</td> <td>-5.33%</td> <td>-7.49%</td> </tr> <tr> <td>2018</td> <td>-5.71%</td> <td>-5.60</td> </tr> <tr> <td>2019</td> <td>-6.89%</td> <td>-1.37%</td> </tr> <tr> <td>2020</td> <td>-2.33%</td> <td><b>+5.34%</b></td> </tr> <tr> <td>2021</td> <td>-0.05%</td> <td><b>+ 8.88%</b></td> </tr> <tr> <td>2022</td> <td><b>+0.26%</b></td> <td>-2.04%</td> </tr> <tr> <td>2023</td> <td><b>Pending not available</b></td> <td></td> </tr> </tbody> </table>	Annual Total Participation			Year	National	NH	2016	-0.81%	-3.95%	2017	-5.33%	-7.49%	2018	-5.71%	-5.60	2019	-6.89%	-1.37%	2020	-2.33%	<b>+5.34%</b>	2021	-0.05%	<b>+ 8.88%</b>	2022	<b>+0.26%</b>	-2.04%	2023	<b>Pending not available</b>		Annual and average monthly Participation	Ongoing	State WIC Director State Assistant Director
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