

**New Hampshire Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)
FFY 2022 Goals and Objectives**

GOALS	OBJECTIVES	EVALUATION	TIMELINE FOR COMPLETION	LEAD STATE STAFF
<p>GOAL I To improve the health status of New Hampshire WIC participants.</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 oral health, smoking cessation, lead screening for infant and children, and post-partum follow-up for women with gestational diabetes in PG.</p>	<p>PedNSS StarLINC data: Pregnancy enrollment in WIC by 1st trimester Number of Oral Health Referrals for children 1-5 years old 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 2022</p>	<p>State Nutrition Services Manager State WIC Nutrition Coordinator</p>
	<p>2. 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.</p>	<p>Number of PG women enrolled in Water Well-ness initiative and Number of WIC PG women with private well water sample tested</p>	<p>October 2020-September 2021</p>	<p>State Director State Nutrition Services Manager State WIC Nutrition Coordinator</p>
	<p>3. Implement LTSAE as part of certifications/mid-certifications for children ages 0-5 years at all WIC agencies. Continue to explore remote Learn the Signs Act Early developmental monitoring options and activities to increase participant access to early childhood development and screening resources.</p>	<p>Number of staff trained on LTSAE Number of local agencies doing LTSAE developmental monitoring. Number of clicks each month on CDC Milestones page via WIC Shopper</p>	<p>September 2022</p>	<p>State Nutrition Services Manager State WIC Nutrition Coordinator State WIC Breastfeeding Coordinator</p>

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		Report data for # families reached, LTSAE materials provided, referral made														
	4. To offer all annual staff training on WIC 101.	% of WIC staff trained on WIC 101	September 2022	State Nutrition Services Manager State WIC Nutrition Coordinator												
	5. To offer all nutrition staff training on VENA-Back to basics per availability of USDA/FNS VEAN trainings resources.	% of WIC staff trained on VENA refresher	September 2022	State Nutrition Services Manager State WIC Nutrition Coordinator												
Goal II To establish breastfeeding as the norm of infant feeding and decrease the gap in breastfeeding rates among WIC population and non-WIC population.	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.	<p>Monthly caseload data % Fully BF and % Partial BF packages issued.</p> <p>Monthly StarLINC BF rates by agency for Fully, Mostly, and Limited BF.</p> <p>Annual Immunization Survey BF data report.</p>	June 2022	State WIC Breastfeeding Coordinator State WIC Nutrition Coordinator												
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	(Source: StarLINC BF reports July-June cohort 7 months & 14 months)															

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	2. To train 100% of new and existing staff on the new WIC Breastfeeding Curriculum which includes the added Designated Breastfeeding Expert position.	% of nutrition staff trained on new curriculum	September 2022	State WIC Breastfeeding Coordinator																					
	3. Increase the number of nutrition and breastfeeding staff with a Certified Lactation Counselor certificate from 18 to 21 this year.	Number of staff who attend training and pass the exam for CLC, statewide.	September 2022	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 Breastfeeding Coordinators meeting.	Number of staff who express interest and engage in discussion with State BF Coordinator on how to become an IBCLC.	September 2022	State WIC Breastfeeding Coordinator																					
	<p>5. Pilot a NH WIC breastfeeding support services project in the hospital setting with a goal to increase recruitment and awareness of the WIC program, increase referrals to WIC post-discharge, decrease time between discharge and enrollment in WIC and decrease the gap between WIC mothers and non-WIC mother’s breastfeeding rates. (Southern NH Services pilot Project – BFPC In-Hospital Support and recruitment)</p> <table border="1" data-bbox="348 1118 1125 1401"> <thead> <tr> <th></th> <th>WIC</th> <th>CDC</th> </tr> </thead> <tbody> <tr> <td>New Hampshire</td> <td>2018</td> <td>2018*</td> </tr> <tr> <td>Ever BF</td> <td>75.1</td> <td>86.8</td> </tr> <tr> <td>BF at 6 Mos</td> <td>28</td> <td>59.3</td> </tr> <tr> <td>BF at 12 Mos</td> <td>17.8</td> <td>34.4</td> </tr> <tr> <td>Exclusive BF Through 3 Mos</td> <td>29</td> <td>54</td> </tr> <tr> <td>Exclusive BF Through 6 Mos</td> <td>15.7</td> <td>29</td> </tr> </tbody> </table> <p>(*year of birth. Source: CDC Immunization Survey and NH WIC PedNSS data)</p>		WIC	CDC	New Hampshire	2018	2018*	Ever BF	75.1	86.8	BF at 6 Mos	28	59.3	BF at 12 Mos	17.8	34.4	Exclusive BF Through 3 Mos	29	54	Exclusive BF Through 6 Mos	15.7	29	<p>Number of hospitals that have an MOU or informal agreement with a local WIC agency for breastfeeding support either in house or post discharge.</p> <p>Age of breastfeeding infant at time of WIC enrollment.</p> <p>% difference in WIC breastfeeding rates compared to CDC breastfeeding rates for same birth year.</p>	September 2022	State Nutrition Services Manager State WIC Breastfeeding Coordinator
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GOAL III To improve WIC food delivery management systems and utilization of benefits at the retail grocer.	1. To develop high-risk vendor reports for enhanced vendor monitoring and fraud prevention.	Creation and implementation of new MIS StarLINC reports	UAT Summer of 2021 Piloting December 2021	State Vendor Manager
	2. To develop redemption reports that show trends over time to support monitoring efforts and participant education.	Creation and implementation of new MIS StarLINC reports	UAT Summer of 2021 Piloting December 2021	State Vendor Manager
	3. To investigate a new software application for data mining and WIC data reports to improve benefit redemption.	Implementation of a data analysis and visualization tool	April 2022	State Vendor Manager State MIS Coordinator
	4. To complete price survey waiver and seek approval from FNS for exemption from biannual collection of shelf prices.	Approved price survey waiver	April 2022	State Vendor Manager
	5. 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
	6. Engage in national workgroups and state level discussions around online ordering and purchasing in WIC.	Participation in work groups and/or state level advisory and vendor committees	Ongoing	State Vendor Manager
GOAL IV To increase potential, former and current participants' access to WIC program services.	1. To expand options in WIC Shopper and WIC Smart for WIC participant services to continue to modernize program operations and improve customer satisfaction, outreach and retention statewide at all WIC sites. Add 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 2021	State WIC Director State Nutrition Services Manager State WIC Nutrition Coordinator State Breastfeeding Coordinator

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	2. Conduct NH WIC Participant Survey.	Survey results	Fall 2021 conduct Spring 2022 report	State WIC Nutrition Coordinator State WIC Breastfeeding Coordinator																								
	3. To expand current Department MOU with NH EASY to include NH Medicaid participants for WIC outreach.	Signed MOU and data sharing agreement	Spring 2021	State WIC Nutrition Coordinator State WIC Breastfeeding Coordinator																								
	4. Implement an automated batch file between NH SNAP and NH WIC for dually eligible households.	Implemented batch file process	Fall 2021	State WIC Director																								
	5. Participate in National WIC Association Recruitment and Retention Campaign.	# of clicks through the signupwic website. % Retention of participations.	Ongoing	State WIC Director																								
	6. To decrease % participation loss in 2022, to a gain of participants.	Annual and average monthly Participation	Ongoing	State WIC Director																								
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