

## **I(A). VENDOR MANAGEMENT**

- GOAL:** To provide onsite technical assistance to 50% of the Program's authorized vendors.
- METHODOLOGY:** The WV WIC Program's Regional Authorization Project will conduct site visits for four (4) of the State's eight (8) WIC regions during each fiscal year. Site visits will also be made to additional vendors throughout the state as specific problems or technical inadequacies are identified.
- EVALUATION:** The WV WIC Program's Regional Authorization Project results in our making on site visits to every active vendor at least once every two years. Visits for routine monitoring purposes will also be made as needed. While it might be possible that the four (4) regions visited during a particular fiscal year may not meet the 50% goal the number of vendors visited during the preceding year or following fiscal year will exceed this goal.
- STATUS:** During federal Fiscal Year 2010, all vendors in four of the eight WIC regions were visited prior to re-authorization. This number of visits was 213 of the 370 vendors on the program. The goal of providing on site monitoring to 50% of the Program's authorized vendors was exceeded. **This is an on-going goal, and will be carried on again in 2011.**

## **I(B). VENDOR MANAGEMENT**

- GOAL:** To investigate 5% of the Program's authorized vendors for compliance with federal regulations.
- METHODOLOGY:** The investigator, under the direction of the unit supervisor, manually selects vendors for "compliance buys" based upon participant and local WIC office complaints and high risk reports generated from the computer system. All complaints and/or reports are evaluated according to the severity of the possible infractions to the program. By completing these investigations we hope to establish completion of our 5% goal of investigating vendors. Past documentation has supported this method as an acceptable method to reach our goal due to the numbers of complaints and computer "hits" on the high risk report.
- EVALUATION:** The evaluation process will consist of monitoring our "compliance buys" sales during the year in order to keep up or maintain the 5% requirement. Calculations will be completed from both manual reports and computer generated reports and measured against the current number of authorized vendors.
- STATUS:** Our records indicate that we have completed 18 investigations to date during Fiscal Year 2010. The investigations were conducted due to designations as high risk vendors, as a result of participant complaints, or random buys. The investigations yielded 8 vendors whose non-compliance with WIC regulations resulted in sanction points sufficient to require the vendor to attend mandatory training. We had 370 vendors at the beginning

of fiscal year 2010. With three months left in this fiscal year, we will exceed our goal of 5%. **This goal is an on-going goal, and will be carried on again in 2011.**

#### **I(C). VENDOR MANAGEMENT**

**GOAL:** Provide excellent, consistent and accessible technical training to all WIC vendors within a two year cycle.

**METHODOLOGY:** The West Virginia WIC Vendor Unit will hold training sessions in each of the eight WIC local agency regions within a two year cycle and monthly training sessions at the State WIC Office using a detailed power point presentation, training videos and printed materials.

**EVALUATION:** The evaluation of the effectiveness of the training is completed by the use of evaluation forms at the end of each training session. The evaluation form allows for 5 responses. 1 represents Poor, 2 represents Fair, 3 represents Good, 4 represents Average and 5 represents Excellent. The Evaluation Form also allows space for comments.

**STATUS:** The comments received were both favorable and instructive in regards to thoroughness of information given and ability of the trainer to respond to any question posed by the vendor audience. Interactive training is an ongoing process to assure vendors receive this type of training once in a two year cycle. Regional training has proven to be very helpful and popular with the vendors as the trainer provides several training opportunities at different sites within their regional area. We will continue to provide interactive training on a monthly and quarterly calendar period to meet the training needs of our vendor population. Evaluation forms will continue to be used for determination of additional vendor training needs and/or training program changes. **This is an ongoing goal, and will be carried on again in 2011.**

#### **I(D). VENDOR MANAGEMENT**

**GOAL:** Develop an on line training program for WV WIC authorized vendors to afford vendors an alternate method of receiving their yearly training.

**METHODOLOGY:** The West Virginia WIC Vendor Program Manager will utilize the experience of the Office trainer to incorporate the use of an on line training program connected to the WIC web page. This training program will mirror existing training conducted by field trainers.

This form of training has been an ongoing project. The Department of Health and Human Resources has been using a form of this training over the past five years, and have developed numerous Web CT training courses.

We anticipate piloting an on-line training program to meet our annual requirement. This program will consist of a narrated power point presentation. The trainee will then complete a form with areas specific for them to write questions and return the form to the Vendor Unit for a written response and to verify course participation. We hope to have it operational in the fall of 2010. We will make the "on line" training available to all vendors. Those vendors who accumulate sanction points in excess that requires mandatory training will come to Charleston for a one-on-one interactive training session.

**EVALUATION:** The effectiveness of this training program has yet to be properly evaluated.

**STATUS:** The development of training modules has been completed and is currently awaiting approval to implement. **This goal will remain on-going for FY 2011.**

#### **I (E). VENDOR MANAGEMENT**

**GOAL:** Solicit commitment from authorized WIC vendors and members of the grocers and retailers associations to establish a Vendor Advisory Committee.

**METHODOLOGY:** The West Virginia WIC Vendor Unit will gain commitments from existing vendors and interested parties from the retail food community to provide guidance for the implementation of the new food package, minimum stocking requirements, training, etc as well as build a collaboration and venue for future input regarding changes in the WIC Program. By using anticipated interest from the new WIC food additions, we hope to experience increased communication with external stakeholders allowing facilitation of a strategic team approach to WIC vendor issues within the state of West Virginia.

**EVALUATION:** The West Virginia WIC Vendor Unit will evaluate this goal by the number of external stakeholders involved and invested in a Vendor Advisory Committee.

**STATUS:** Throughout the course of 2010, the Vendor Unit has made two attempts to garner interest and support for an advisory committee. Meetings with 2 state small and large retailer organizations yielded little, if any interest. Communications to Vendors through newsletters also yielded little or no interest. **This goal will remain ongoing for 2011.**

## II. (A). NUTRITION SERVICES

**GOAL:** Encourage WIC participants to try low fat dairy products.

**METHODOLOGY:** Provide WIC participants access to education, tools, information and support for behavior change. Collaborate with like-minded, creative partners with similar goals.

**EVALUATION:** Local Agencies submit Nutrition Education Plan for their agency. The Plan is reviewed and approved by State Nutrition Education Coordinator. Progress is monitored by Nutrition Education Coordinator. The West Virginia WIC Program will work with the National Dairy Council State Contact to provide nutrition education materials, information, ideas, and recipes to be distributed to WIC Participants.

**STATUS:** Throughout FY 2008 and 2009, the WV WIC continued partnership with the WV Nutrition Network and the Pick A Better Snack promotion. Implementation of the expanded WIC Food Packages (Oct. 09) will continue to present opportunities to reinforce nutrition messages. In FY 2010, partnership with the National Dairy Council promoted Low Fat Dairy by distribution of Dairy Council Nutrition Education Information and Materials. In FY 2011 WV WIC State Office will develop a handout about low fat milk-why we offer low fat milk, tips on gradually weaning to lower fat milk and then to skim milk. **This is an ongoing goal and will be continued in 2011.**

## II. (B). NUTRITION SERVICES

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**GOAL:** Promote the nutrition message of anytime foods and sometime foods in conjunction with the new WIC food packages.

**METHODOLOGY:** Provide WIC participants access to education, tools, information and support for behavior change. Local WIC clinics will utilize the Sesame Street Healthy Habits for Life outreach media kits in conjunction with the Participant Education Resources manual developed for the new WIC food package during individual and group counseling contacts. Bulletin boards and displays for the clinic and in the community will promote anytime and sometime foods message. The State Agency will develop a nutrition topic tool including VENA-based, open discussion questions as an additional resource for promoting anytime and sometime foods messaging. Operational assistance funds will be requested to support cooking demonstrations and taste testing during these sessions.

**EVALUATION:** Local Agencies submit a Nutrition Education Plan for their agency. The Plan is reviewed and approved by State Nutrition Education Coordinator. Progress is monitored by Nutrition Education Coordinator. The annual Nutrition Education Plan and mid-year progress report will be reviewed to determine if and how the methodology was implemented in local clinics.

**STATUS:** **This goal is completed.**

## **II. (C). NUTRITION SERVICES**

**GOAL:** WIC participants will develop an awareness of food safety

**METHODOLOGY:** Provide WIC participants access to education, tools, information and support during individual and group nutrition contacts for increased food safety awareness. The State Agency will develop a nutrition topic tool including VENA-based, open discussion questions as a resource for educating participants about food safety. Bulletin boards and displays for the clinic and in the community will offer information about food safety.

**EVALUATION:** Local Agencies submit a Nutrition Education Plan for their agency. The Plan is reviewed and approved by State Nutrition Education Coordinator. Progress is monitored by Nutrition Education Coordinator. The annual Nutrition Education Plan and mid-year progress report will be reviewed to determine if and how the methodology was implemented in local clinics.

**STATUS:** **This goal is completed.**

**GOAL:** Promote the nutrition message of becoming aware of the importance of a healthy breakfast.

**METHODOLOGY:** Provide WIC participants access to education, tools, information and support for behavior change. Local WIC clinics will utilize the nutrition education materials developed by the state office during individual and group counseling contacts. Bulletin boards and displays for the clinic and in the community will promote a healthy breakfast message. The State Agency will develop a nutrition topic tool including VENA-based, open discussion questions as an additional resource for promoting the importance of a healthy breakfast. Operational assistance funds will be requested to support cooking demonstrations and taste testing during these sessions.

**EVALUATION:** Local Agencies submit a Nutrition Education Plan for their agency. The Plan is reviewed and approved by State Nutrition Education Coordinator.

Progress is monitored by Nutrition Education Coordinator. The annual Nutrition Education Plan and mid-year progress report will be reviewed to determine if and how the methodology was implemented in local clinics.

**STATUS:** This is a new goal for 2011.

## **II. (C). NUTRITION SERVICES**

**GOAL:** WIC participants will develop an awareness of appropriate feeding practices for infants and toddlers.

**METHODOLOGY:** Provide WIC participants access to education, tools, information and support during individual and group nutrition contacts for increased awareness of appropriate feeding practices for infants and toddlers. The State Agency will develop a nutrition topic tool including VENA-based, open discussion questions as a resource for educating participants about appropriate feeding practices for infants and toddlers. Bulletin boards and displays for the clinic and in the community will offer information about feeding practices for infants and toddlers.

**EVALUATION:** Local Agencies submit a Nutrition Education Plan for their agency. The Plan is reviewed and approved by State Nutrition Education Coordinator. Progress is monitored by Nutrition Education Coordinator. The annual Nutrition Education Plan and mid-year progress report will be reviewed to determine if and how the methodology was implemented in local clinics.

**STATUS:** This is a new goal for FY 2011.

## **II. (B) Nutrition Services**

**Goal:** Provide additional funds to local agencies that will allow breastfeeding peer counselors to visit local hospitals and other health care providers in order to assist them to help keep the mother to breastfeed longer.

### **Methodology:**

1. Provide additional funding from the State WIC Office to local agencies specifically for breastfeeding peer counselors, so the increased peer counselor services in the hospitals.
2. Promote the importance of breastfeeding to health care professional targeting OB-GYN and Pediatric offices.
3. Provide training opportunities for the staff and peer counselors on updated breastfeeding promotion, support, and management skills throughout the year.
4. Provide breastfeeding counseling to participants with one-on-one contacts and group class discussion.
5. Promote the importance of breastfeeding in the public through:

- World Breastfeeding Week (Month) activities in August
  - Participate in the WBM Governors proclamation
  - Continue building the West Virginia Breastfeeding Alliance (WVBA) state coalition
6. Visit WIC clients at the hospital after giving birth in a timely manner to educate and support them while initiating breastfeeding and the importance of exclusive breastfeeding.

**Evaluation:** The WV WIC program will measure rates of breastfeeding initiation and duration among the WV WIC population using computer-generated reports.

**Status:**

Funds were provided for peer counselor hours

Initiation and duration reports are created routinely to share with Local Agencies

Hospital initiation rates among WIC & Non-WIC population  
Were accessed through the Center of Disease Control (CDC)  
Website

State Breastfeeding Coalition established

**This goal is ongoing and will be continued in 2011**

**IV. (A). ORGANIZATION AND MANAGEMENT**

**GOAL:** To develop and administer training to all local agency staff on the New Food Package regulations.

**METHODOLOGY:** The State Agency will form a committee, consisting of both state and local employees, to assess clinic training needs as well as establish and implement a training plan. Develop and distribute staff educational materials, including new policies and procedures as well as STORC training. Review and revise new employee training.

**EVALUATION:** The evaluation of the effectiveness of the training is completed by the use of evaluation forms at the end of each training session. The evaluation form allows for 5 responses. 1 represents Poor, 2 represents Fair, 3 represents Good, 4 represents Average and 5 represents Excellent. The Evaluation Form also allows space for comments. Sign-in sheets will also be used to ensure all staff attendance.

**STATUS:** This goal was completed August 5-7, 2009. Due to the transfer of the State's Outreach Coordinator, team building activities were not done in FY 2010.

#### **IV. (B). ORGANIZATION AND MANAGEMENT**

**GOAL:** To develop education materials for use in educating WIC participants on the New Food Package regulations.

**METHODOLOGY:** Consult with communication and stakeholder input about communication strategy for participants; includes WIC food brochure and appropriate client education materials; convene committee to determine appropriate client messages and methods to communicate these messages through development of a communication/education plan; identify what materials in which languages are needed as well as materials needing revision.

**EVALUATION:** Completion of food brochure and client education materials. WIC participants will be knowledgeable and able to select allowable WIC foods appropriately. Follow-up with participants on their ability to purchase the new WIC foods will be done at one on one counseling sessions as well as at group NE classes with any reported concerns addressed with the participant and/or the vendor.

**STATUS:** Complete

#### **IV. (B). ORGANIZATION AND MANAGEMENT**

**GOAL:** No new goals for 2011

#### **VI. FOOD FUNDS MANAGEMENT**

**GOAL:** No goals in 2011.

#### **VII (A). CASELOAD MANAGEMENT**

**GOAL:** Comply with the WV WIC Five-Year Outreach Plan of *Building Relationships (2006-2011)*

**METHODOLOGY:** Review the state outreach plan each year with local agencies during the directors' meetings in order to provide guidance for each local agency's annual outreach plan and calendar of events.

The state has a strong social marketing campaign which has increased community awareness of WIC benefits. Beginning in FY 2007, the WV WIC Program began a grassroots marketing campaign to increase community investment; getting communities to believe in WIC's mission versus just knowing what we do and where we are located. Local WIC agencies will complete a minimum of 102 hours of outreach each quarter of the fiscal year. The state office will meet with administrators of other state agencies as well as participate in committees and partnership initiatives to facilitate referral agreements and coordination of services. Outreach tools including flyers and pregnancy verification forms have been developed to specifically elicit referrals from other programs and providers. Our gift card program, providing new certified participants with a storybook, will be continued as a way to measure referrals as well.

Local agencies will be responsible to report monthly outreach events utilizing the regional office form "SFP Program Outreach Events." As part of their annual outreach plan, grassroots marketing efforts will be reported in appendices that reflect target groups for outreach.

**EVALUATION:** Evaluation will be completed after the end of the fiscal year by reviewing agency outreach plans and reports as well as the number of written formal or verbal agreements the state agency develops that foster referrals and collaboration, or permit the sharing of participant information, with other programs/providers. The state agency will determine if the number of referrals has increased from other programs/providers by use of the coupon flyers, gift cards and verification of pregnancy referrals as documented in each local agency annual outreach documentation/plan/evaluation.

**STATUS:** Complete

## **VII (A). CASELOAD MANAGEMENT**

**GOAL:** No new goals for 2011

## **XI. CIVIL RIGHTS**

**GOAL:** Enforce Local Agency and State Agency observance of FNS regulations related training, reporting, public notification, data collection, and all other aspects of FNS 113-1 in West Virginia.

**METHODOLOGY:** All Local Agencies and State Agency staff will document required training. All complaints acknowledged and addressed within required time frame.

**EVALUATION:** State Agency will continue to have a named Civil Rights Liaison to MARO and the Local Agencies for technical assistance and to track required staff training.

**STATUS:** Training and technical assistance will continue as required by FNS and MARO regulations. **There are no new goals for 2011.**

## **X. MONITORING AND AUDITS**

**GOAL:** Monitor Local Agency (LA) Externally & Internally using the revised LA Monitoring Tools for WV WIC State Program.

**METHODOLOGY:** State office monitors will use current Federal and State policy and procedures, along with the revised Monitoring Tools to review and evaluate designated WV WIC LA Agencies.

**EVALUATION:** Monitoring will provide opportunity to establish compliance with Federal & State regulations. Informal interviewing with LA Directors will be used to discuss identified LA needs after assessment. Evaluation will provide opportunity to review alternative methods to enhance any area discovered during monitoring in need of revising.

**STATUS:** The two LA External Monitoring Tools for WV WIC State Program have been approved by MARO and placed into Policy and Procedure Manual and are in use in the field. Monitoring of LA's will continue as required using the approved tools. **There are no new goals for 2011.**