

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

**GOAL:** To provide on site 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 2009, all vendors in four of the eight WIC regions were visited prior to re-authorization. This number of visits was 247 of the 375 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 2010.**

## **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 26 investigations to date during Fiscal Year 2009. 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 375 vendors at the beginning of fiscal year 2009. 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 2010.**

#### **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 2010.**

#### **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 Department of Health and Human Resource's contract with web developers 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 a web based training program in the fall of 2008. After reviewing the effectiveness of the “on line” training, 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 training program was placed on the revised web page and was ready for testing with pilot vendors. The program had been tested internally, but did not perform to expectations. Due to developmental delays with other sections of the web page, this section has not been piloted with the vendor community. Thus the project will be carried over to the next fiscal year.

**STATUS:** Development of training modules on the new WIC web page has been completed, however due to developmental delays and contractors failing to meet specific development timelines, we have not been able to go live with the test. Vendors will continue to rely on unit sponsored live training in order to complete their annual training requirement. **This goal will remain on-going for FY 2010.**

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

**GOAL:** Develop on-line system to allow capable vendors to enter shelf prices online.

**METHODOLOGY:** Work with IT department and State Contractor to develop this website. The system should be secure and the data can be downloaded into an excel spreadsheet which can be entered into VACE.

**EVALUATION:** This process is currently in development and has been tested internally by State Office Staff. We are continuing to work with the contractor to ensure the processes meets our expectations. Select Vendors have been chosen to participate in an on line pilot once the finished product is delivered. The system will be evaluated for proper transfer of data into our existing database, and verify return validations to vendors are accurate.

**STATUS:** **This project was combined with the on-line vendor training.** Development of this project on the new WIC web page has been completed, however due to developmental delays and contractors failing to meet specific development timelines, we have not been able to go live with the test. Vendors will continue to rely on paper submission of WIC approved foods until such time as we can revisit the development of this project.  
**This goal will remain on-going for FY 2010.**

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

**GOAL:** Develop a mapping system utilizing GIS and GPS systems to better define the locations of vendors in relation to participants.

**METHODOLOGY:** Using existing computer software in conjunction with GPS coordinates of all authorized vendors, WIC will be able to designate geographic areas of the state where vendors may be needed and recruited, based upon participant need.

In 2007 WIC began plotting GPS coordinates of authorized vendors in the state. This information has been useful in the denial of out-of-state vendors by mapping the locations of authorized vendors within WV, hence, proving adequate participant access.

We anticipate piloting this mapping process in the fall of 2008 and using it for the purpose of helping monitors reach vendor locations with less error, and providing a smaller version of maps to participants so they can find authorized WIC vendors easier.

**EVALUATION:** The West Virginia WIC Vendor Unit will evaluate this goal by the number of maps completed utilizing GIS and GPS systems.

**STATUS:** This project has been ongoing since conceptualized. With new emphasis placed on the strategic importance of GIS mapping and its evolving use in domestic preparedness, as well as benefits of being able to visualize areas of WV requiring special program consideration, this goal will be re-evaluated and remain **ongoing for 2010.**

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

**GOAL:** Revise the existing vendor policy to incorporate necessary training and minimum stocking requirements associated with program changes related to USDA Interim Rule revisions in the WIC Food Packages.

**METHODOLOGY:** This effort will include: capturing food prices for all retailers to develop edits; revising vendor agreement and handbook; designing and printing materials associated with contract and vendor requirements; and revising

Vendor Minimum Stock Grid while including new Vendor Cost Containment strategies. The West Virginia WIC Vendor Unit will use existing participant redemption data as well as calculate the cost of additional foods available in the new food packages. Minimum stocking requirements will be adjusted based upon store size and participant volume. This information will be conveyed to authorized vendors through grocer and retailer associations, individual notices, site visits and educational seminar

The Vendor training program will be amended to reflect the additional foods available to WIC participants by identifying areas of current issues as well as needs for new food packages; revising, approving, printing and distributing training materials; updating vendor training manual, handbook and videos; coordinating with communication and stakeholder input on communication strategy for vendors; and scheduling/conducting regional vendor training sessions (estimate 16 to be conducted in 8 regions). Authorized vendors will receive updated information regarding new food specifics, stocking requirements, cash value vouchers, and amended check out procedures.

**EVALUATION:** A new food package implementation plan and timeline have been developed to ensure a strategic and coordinated approach to address vendor issues with these revolutionary program changes. Thus far the state office has completed research of the foods and supply system. In addition, the West Virginia food criteria standards have been updated to accommodate the new foods. The revision and implementation of vendor contracts is planned to begin January 2009 with completion in March 2009. The West Virginia Vendor Unit will develop and implement vendor training January 2009-August 2009.

**STATUS:** Thus far, the revised food packages have been translated into a new West Virginia WIC approved Shopping Guide (food list) for participants. With this completed, the Vendor Unit is currently proceeding with the development of educational materials to assist vendors to successfully ascend to the next level which is the training, stocking and accepting of revised food vouchers. Tools developed thus far include: 1) a Vendor Shopping Guide which complements the participant West Virginia WIC approved Shopping Guide; 2) a two-sided reference tool for processing cash value vouchers and allowable/not allowable fresh fruits and vegetables; 3) Vendor training manual; 4) Cashier Training Handbook; and 5) PowerPoint training presentation. Due to the timeline, **this goal will continue through 2010.**

## **I (H). 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 2009, the Vendor Unit has made four 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. With the upcoming revised food package implementation, another attempt to seek interest/input from vendors is currently under way through agency outreach. The State Agency is optimistic this form of communication may once again spark a revival of an advisory committee. **This goal will remain ongoing for 2010.**

## **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 addition, partnership with the National Dairy Council will promote Low Fat Dairy by distribution of Dairy Council Nutrition Education Information and Materials. **This is an ongoing goal and will be continued in 2010.**

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

**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 is a new goal for FY 2010.

## **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 is a new goal for FY 2010.

### **III(A). MANAGEMENT INFORMATION SYSTEMS**

**GOAL:** Replacement of computer equipment in accordance with state agency five-year plan.

**METHODOLOGY:** Current state MIS standards require that a program's computer equipment remain under a three-year-warranty at all times. The STORC application is a LAN-based system within each clinic site. Each clinic site works independently and does not rely on phone connectivity to enable staff to consistently serve clients. It does, however, rely on operational equipment within the clinic site. Equipment no longer covered under warranty will be the first priority to be replaced.

**EVALUATION:** The replacement of the equipment is critical to provide uninterrupted service to our WIC clients resulting in a marked improvement in speed of the STORC application and failure rate should be lowered. The five-year computer equipment replacement plan was submitted to the regional office in July 2001 for their approval.

**STATUS:** Extended warranties were purchased for the file servers within the permanent office sites as well as for the color laser printer at the state office. Universal Power Supplies for the field offices telecommunications equipment were replaced. Color printers used by Nutrition Education Liaisons in the field office were also replaced. **This goal is on-going.**

### **III(B). MANAGEMENT INFORMATION SYSTEMS**

**GOAL:** To develop, install a Statewide WAN (Wide Area Network) connecting the State WV WIC office directly with the local agencies.

**METHODOLOGY:** WV WIC networking personnel will work with WV DHHR/MIS & Cisco Router Company (State secured router provider) staff to develop use of 56 Kbps lines already installed and active in each of the permanent WIC Sites. WV WIC will secure a contractor to install and connect routing equipment (must be Cisco). Hardware and Software upgrades will be necessary to complete this project.

**EVALUATION:** Interconnecting each site will allow the state WV WIC Program to connect and correct problems more efficiently and timely. Will also allow for a

statewide E-Mail Connectivity.

**STATUS:** The WV WIC WAN infrastructure currently consists of ten T-1 lines, four ISDN, two 56k Frame-Relay, and thirty-four Broadband (DSL/Cable modem) connections.

We are in the process of a telecommunication needs assessment as part of the Crossroads SAM project, in order to validate the existing telecommunications capabilities, the future requirements for that site, and identify the potential steps necessary to upgrade the site prior to system implementation. **This goal is ongoing.**

#### **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. In 2010, additional long-term post-training job performance measures will be disseminated to all staff who participated in August training to determine if trainees performed effectively after returning to their local clinics. **This will be an ongoing goal for FY 2010, based upon food package post-implementation evaluation and monitoring.** In addition, team building activities will be included in these efforts to address possible barriers to program participation (i.e. customer service, scheduling methods, etc)

#### **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:** An interactive committee process with local and state agency staff produced a new “Love to Grow” Shopping Guide (food list) and a participant education resource manual. The participant education resource manual is comprised of three sections containing facilitator guidance and education tools. Based upon piloting of the manual in local WIC clinics, staff and participant evaluations indicate the tools are appropriate in educating about the new authorized WIC foods, food package benefits, exclusive breastfeeding benefits, and methods for utilizing the Sesame Street Healthy Habits for Life campaign kits. Branding of “Love to Grow” has been adopted to promote the new WIC food packages. This encompasses the key values of love, family, health, choice and future. It suggests that loving actions and choices for your children are what ensure their growth and development to healthy adults. These loving actions and choices include all lifestyle actions taught through materials and lessons contained in the participant education resource manual. **This goal is ongoing.** For 2010, State Agency staff will continue to provide guidance to local clinics in communicating the new educational and public messages while local clinics will begin to provide feedback and suggestions about education and implementation of the new Love to Grow Shopping Guide. Additionally, the State Agency will develop a tool to measure participants’ abilities to select and purchase new WIC foods which will be administered by local clinics.

## **V. NUTRITION SERVICES AND ADMINISTRATION**

**GOAL:** No goals in 2010.

## **VI. FOOD FUNDS MANAGEMENT**

**GOAL:** No goals in 2010.

## **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:** Every local agency submitted an annual outreach plan which included area specific strategies for obtaining the state goals and objectives included in FY 2009 WV WIC State Plan as well as the five-year state outreach plan. Outreach goals and objectives were shared, by the local agency outreach coordinator, with all employees during quarterly local staff meetings to ensure the agency remained focused on the overall goals of outreach. Technical assistance was continually provided by the state outreach coordinator. Evaluation of progress as well as approach, tools and needs occurred at quarterly meetings between state and local coordinators and/or directors. We have seen an increase in referrals from other programs via the gift cards. The verification of pregnancy referral is most popular with

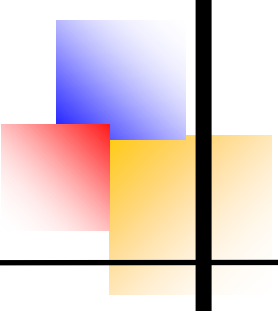
agencies completing pregnancy tests and physicians. The Partners in Healthy Kids referral form has not been widely utilized and has been discontinued.

The state agency chose to continue the grassroots marketing campaign even without Operational Assistance Funds. This allowed for additional staff hours or new hires to implement the grassroots marketing campaign with Community Outreach Liaisons throughout each agency service area. We did see a statewide caseload growth of 4.40%. In addition, each of our eight local agencies has experienced caseload growth ranging from 2.91 – 9.75%.

The state office participated in development of a memorandum of understanding (MOU) with all WV Public Health programs serving the maternal and child population. The MOU is still in draft form as implementation of the new WIC food packages has taken precedence and focus at this time. However, FY 2010 will result in the plan review and implementation at the state level. Outreach efforts will then focus on educating partners in local efforts that can fully implement the MOU to improve service coordination, access and integration. In addition, the Head Start-WIC Memorandum of Understanding is currently being revised to reflect specific suggested cross-referral systems which are acceptable for implementation by local clinics. For example, it is agreed that Head Start will provide WV WIC with family contact information obtained during enrollment two times per year while WIC continues to provide height, weight and hemoglobin information for all participants interested/qualifying for Head Start. This has taken longer than anticipated as a result in turnover of the State Head Start Collaboration Director.

The state office continues to maintain an agreement with Medicaid in which a monthly report containing all Medicaid recipients eligible for WIC is shared and compared with current WIC participation. The state office then sends each local agency a listing of Medicaid recipients not currently participating in WIC. This allows for direct contact with eligible participants. In addition, the state office will provide local clinics with reports identifying certified participants that have not yet picked up drafts by the third week of each month. This will assist in contacting participants prior to becoming termed and address retention efforts. This has proven the largest factor in our caseload growth.

**This goal will be ongoing for FY 2010.** In addition, the Five Year Outreach Plan will be updated.



# WV WIC Five Year Plan Outreach Plan (2006-2011)

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## *Building Relationships*

### Historical Data

In April of 2003, six focus groups were administered in order to understand public attitudes and opinions towards the WIC Program among households enrolled in, or eligible for WIC, and to assess and evaluate advertising concepts in order to increase WIC enrollment, and to determine the most effective messages, messengers, and communication methods in educating WIC eligibles about program specifics.

Two of the focus groups were held in Clarksburg, WV, two in Beckley, WV, and two in Charleston, WV.

A total of 60 individuals participated in these sessions-39 adult heads of household who are eligible but not currently participating and 21 adult heads-of-household who are currently enrolled in the WV WIC Program. The individuals classified as eligible are previous WIC members who discontinued enrollment.

The key findings from RMS Strategies Executive Summary May 2003 Report were:

- A majority of women know and realize the importance of nutrition during pregnancy and for young children,
- Most women first learn about the WIC Program through either the local DHHR office their doctor's office, or friends and relatives,
- Overall, both eligibles and enrollees realize the benefits of the WIC Program and are grateful for their assistance,
- Many of the women have mixed emotions when it comes to completing the food diaries or journals. Some said they were beneficial; however, most fail to see the need and admit to falsifying their diaries. Many complete their food diary the day of their appointment.
- While the enrollees enjoy the nutritional classes, many of the eligibles would like to see the classes enhanced including more practical and everyday situations.
- Although all the food vouchers are beneficial, the vouchers for formula are valued more than the vouchers they receive when their child is two years old.
- Enrollees mentioned that when new products are added to the WIC Program, they would like the store informed prior to adding the product(s) to the vouchers. They often encounter problems when a new product has not yet been keyed into the system.
- WIC stores and debit cards are two items many of the participants would like to see implemented in West Virginia.

- While WIC Directors perceive themselves as meeting the needs of women and children in their areas, most know this is not the case. Many of the clients needs fall outside the realm of WIC.
- Eligibles are less likely to enroll in WIC because they perceive vouchers as less valuable and useful after children reach the age of one, and they have transportation constraints.
- Most admit WIC does have a stigma among the general public. However, the enrollees “get over it” while the eligibles say it is embarrassing.
- Although most do not view the WIC logo favorably, they believe it to be irrelevant to families joining the program.
- According to eligibles the most effective messages are “WIC Helps You Help Your Family” and “WIC Works. Let us Help”. While enrollees believe “WIC is more than free food” is the most important message.
- Advertising Concept 2, “WIC gives you food and so much more”, which features WIC program benefits, is most likely to increase awareness among women in West Virginia about the WIC Program.
- The best way to communicate to pregnant women who are eligible for WIC is to advertise and get information inside the doctor’s office.
- Dental courses for children, child care, and fruits and vegetables are among the wish list for enrollees and eligibles.

In light of these findings, a social marketing plan was developed called “WIC Helps You Help Your Family”. In addition, on some promotional items, we also used another popular message of “WIC Give You Food and so much more”. The goal of the campaign was to advertise **all** the benefits of WIC, in order to remind participants of the program’s benefits after the draft value decreases, and to advertise the income guidelines more, in order to help reduce the embarrassment felt by participants, and to introduce new families to WIC.

#### Plan:

The five-year plan (2005-2010) is to run the television commercial once again in 2006, since the commercials are still fresh, and the message has not been overused.

Also in 2006, and in subsequent years, continue to provide an adequate supply of promotional material with the income guidelines to eligible families and the community at large, in order to alleviate stigma for our families, and continue to build new relations within communities and with families by increasing the number of basic presentations that we provide in the community.

In order to achieve this goal of increased presentations and more community involvement, funds will need to be appropriated during these five years for additional hours, or the hiring of community liaisons in order to achieve this five year goal.

### **VIII (A). CERTIFICATION, ELIGIBILITY AND COORDINATION OF SERVICES**

**GOAL:** Increase by 2%, the number of Medicaid recipients who are participating in WIC.

**METHODOLOGY:** Through the use of state WIC and Medicaid enrollment data, the state office will identify specific counties serving a low percentage of WIC eligible Medicaid recipients. This analysis will be used to target outreach efforts with providers who offer services to these populations.

Mass mailing of WIC flyers will be distributed to Medicaid recipients via the WV Medicaid Program (RAPIDS), childhood immunization, and newborn packets. Each flyer will contain a coupon that can be redeemed for a storybook upon the participant's certification. The number of coupons returned as well as overall caseload compared to WIC eligible Medicaid recipients will be used to measure our success. In addition, staff will have direct contact with Medicaid recipients each month that are not current participating in WIC. The state agency will cross reference active WIC caseload with pregnant, post-partum, infant and children under 5 Medicaid recipients to provide the local agencies with a monthly contact list.

**EVALUATION:** STORC and Medicaid reports will be generated again in October 2008 to determine baseline figures, and then in July 2009 in order to evaluate our efforts. Our baseline figures, generated October 2005, indicated that statewide we are serving 61% of the WIC eligible Medicaid recipients. Target counties will be the two counties in each agency (for a total of 16 counties statewide) serving the lowest percentage of the WIC eligible Medicaid population.

**STATUS:** The state agency chose to continue the grassroots marketing campaign although Operational Assistance Funds were not granted. Additional staff hours were utilized to target the agency service areas through direct contact with potential eligible families and face-to-face contact with referral sources. This has increased participation in all eight of our local agencies with a statewide caseload growth of 4.40%.

The state office and Medicaid database provided contact information for every pregnant woman and child 0-4 who are receiving Medicaid, food stamps and TANF each month. The state office completed a match with active WIC caseload for the month to delete Medicaid recipients who are accessing the Program. Local agencies receive a report of pregnant women and children 0-4 who are adjunctly eligible, but not participating in WIC to facilitate direct contact with these families. Community Outreach Liaisons are contacting these families via phone or letter.

**This goal is complete.** *The methodology adopted while working towards this goal will remain a continual part of regular program outreach activities as ways to reach hard to reach populations and high risk families.*

## **IX. FOOD DELIVERY/FOOD INSTRUMENT ACCOUNTABILITY & CONTROL**

**GOAL:** Implementation of the new Food Package Interim Final Rule to include adding new approved foods and changes in quantities.

**METHODOLOGY:** WV WIC State Staff will be assessing grocery vendors, wholesalers, and manufacturers for availability of new foods to be added to the approved food list. WV WIC State MIS Staff will create new food packages and new draft types associated with the findings from the vendors and make all necessary changes in the computer system.

**EVALUATION:** All system changes will be tested prior to sending new code out to all sites. All drafts will be edited by State Staff and will be edited by the Vendor Unit to have the appropriate price edits assigned to them.

**STATUS:** Final selection has been made on new foods to be added to the approved food list. Drafts are currently in development as well as price edits. **This goal will be ongoing in FY 2010.**

## **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. **The goal of revising LA Monitoring Tools is completed.**

## **XI. CIVIL RIGHTS**

**GOAL:** Provide on-line training in Civil Rights policy.

**METHODOLOGY:** Since annual training is required, an easily accessible program will improve compliance with the requirement. A training program will be written, technical assistance will be solicited from FNS, and the program will be posted on-line. It will be accessed through a free training website which will retain the user identification and score of the student.

**EVALUATION:** Tracking the number of employees taking the training will be automated, and a report will be created that will show which employees are not in compliance so corrective action can be taken. The quality of program will be evaluated by sets of questions incorporated throughout the training. The score of the individual will be retained and is accessible in a report. This will be used to evaluate knowledge, skills, satisfaction, and areas needing improvement.

**STATUS:** This training has been placed on-line at <https://wv.train.org/> Course Id – 1016904. A knowledge assessment and evaluation of training are incorporated in the class. **This goal is completed.**