Alaska WIC 2012 Goals: WIC Families Make Healthy Choices

Rev. 7.11

Short-Term: (Learning/Knowledge) 1. Increased working partnerships between DHSS WIC/SNAP and DEED Head Start/CNP create a joint plan to increase caseload. 2. Alaskans eligible for WIC, but not participating in WIC, will learn about their eligibility and benefits about WIC from sister FNS programs: SNAP, CNP, and from Head Start 3. LAs plan outreach efforts that target eligible families in their communities 4. Clinic maintenance/expansion **Intermediate Term: (Action/Behavior)** 1. Underserved clients are educated about their potential WIC eligibility 2. Underserved clients apply for WIC. 3. LA funding increases when caseload >103%.	**Long-Term: (Impact)** **Participation** Meet or exceed federal participation targets (27,629)	**Measures** 1. Joint outreach plan increased caseload 2. State WIC staff participate in SNAP Ed state plan process 3. # LAs that maintained target caseload under reduced program funding 4. ISER report
Short-term: (Learning/Knowledge) 1. State and LAs budget and use grant funds and have staff who are knowledgeable about program requirements . 2. AK WIC state staff know how to spend funds because they have timely financial information and solid financial P&Ps. **Intermediate: (Action/Behavior)** 1. Alaska WIC meets financial program standards, timely reporting requirements and passes STAR, State Audit and other financial reviews. 2. AK WIC state staff use all prog funds in compliance with state/fed rules and strategic plan .	**Cost Efficiencies** Maintain fiscal stability.	• FY 2011 spend forward $792,774. • $ x funds unspent by LAs in SY 11. • $x in unspent funds 1st qtr FY 12.
Short-Term: (Learning/Knowledge) 1. All State and LAs learn to use Participant Centered Education (PCE) tools. 2. Clients know WIC foods and how to use WIC warrants to purchase them correctly. 3. Communities learn the importance of breastfeeding infants longer. 4. WIC CPAs know how to obtain annual CEUs. 5. State and LAs are aware of clients' and LAs feedback. 6. AK WIC Nutrition Theme awareness increases. **7.** WRTC SAs learn and know the cost, content, and technology needs of training materials. **8.** **Intermediate Term: (Action/Behavior)** 1. WIC clients choose their own nutrition goals (2011). 2. Clients incorporate WIC foods into their daily meals, making healthier food choices. 3. Mothers breastfeed longer and are supported by their communities. 4. WIC CPAs are up to date on WIC functions and nutrition practices. 5. Program revisions & changes are based on clients' and LAs feedback. 6. AK WIC themes influence statewide nutrition education efforts. 7. WR SAs use and contribute materials to WRTC.	**Quality Nutrition Services** Participants improve nutrition behaviors following current research and best practices.	1. PCS training to State and LA 2. Participant Surveys Question 3. X % 6 months/x% 12 months 4. 20 staff obtained CEUs provided by UAA CPA Training Program, 4 CPA graduates 5. Quarterly Reports and Annual Participants Surveys 6. Requests for nutrition theme resources. 7. LMS, State Staff Mentoring Training Needs Assessment and Quality Training Committees data gathered and presented to WRNC and WR WIC Directors

Short and Intermediate Term Outcomes	Long Term Outcomes	Measures
Short-Term: (Learning/Knowledge) 1. Communities understand the value WIC stores provide to access a variety of food choices. 2. Alaska WIC staff knows current WIC food prices, nutrition trends, food availability, and client preferences. 3. WIC vendors, distributors, and WIC clinics are knowledgeable about WIC requirements. 4. WIC vendors successfully pass WIC compliance review and know their compliance status. 5. State WIC vendor unit assesses program processes. **Intermediate: (Action/Behavior)** **1.** WIC stores continue to provide communities access to a variety of food choices. **2.** State agency streamlines process and updates food list annually based on food funds available, nutrition trends, and client preferences. **3.** WIC Vendors are in compliance with state/federal regulations. 4. Vendors continue as an approved WIC vendor. **5.** Improve vendor unit efficiency and effectiveness.	**Food Access** WIC participants have access to WIC foods	1. X approved vendors, x dropped/x added. 2. Working with DPA data analysis to evaluate food prices. 3. Vendor staff working with Advisory Council and LAs to address program needs attain strategic plan goals. 4. FY 11 x % trained vendors know their monitoring reports status. x (x%) monitored; x High Risk, x completed x failed. 5. # of client/vendor complaints at state level. .
Short-Term: (Learning/Knowledge) 1. LA staffs improve lactation education knowledge, skills and abilities. 2. WIC state/LA staff are involved and actively engaged in state plan to increase BF 3. State and LAs know breastfeeding obesity and anemia prevalence quarterly. 4. WIC data is shared: monthly with DPA, Annually with MCH and as needed by partners. **Intermediate: (Action/Behavior)** 1. WIC Lactation educators help clients breastfeed longer. 2. Development of statewide BF strategic plan and regular meetings with partners to monitor progress 3. Breastfeeding, obesity and anemia trends are monitored and used for program planning. 4. PNSS and PedNSS are reinstated. **5.** WIC data is included in DHSS annual reports and influences actions steps.	**Health Outcomes** Improve Alaskan WIC Participants targeted health outcomes and targeted nutrition practices	1. FY 11 BPFC trainess 9 2. Create a state BF plan 3. DPA data on website 4.
Short-Term: (Learning/Knowledge) 1. State/LA staff know how to operate SPIRIT. 2. LA/WIC clients know how to use technology to access nutrition ed contacts. 3. WIC grantees, CSFP, FMNP, vendors, and state staff receive required training through LMS system. **Intermediate: (Action/Behavior)** **1.** Implement SPIRT transfer. **2.** Remote clients and WIC clinics connect through virtual technology that is cost effective and streamlined for LA/client. **3.** FNP has in-house LMS system	**Technology** Optimize the use of technology to improve all that we do.	1. SPIRIT helpdesk calls. 2. FY 11 3,992 clients using WICHealth.Org 3. LMS system that supports all FNP