

WIC FFY2014 State Objectives

Overview

Introduction The state WIC office plans to implement objectives affecting outreach, nutrition and health services and the food delivery and data system for FFY2014. These objectives have been created to improve and strengthen the Iowa WIC program across the state.

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Outreach Action Plan 1. Social Media Outreach

Objective By April 30, 2014, an outreach plan will be developed regarding the Iowa WIC Facebook page based upon information gathered from a survey of WIC participants. The survey results will include information gathered from a sample of participants from all Iowa WIC agencies.

Purpose statement According to the State of the Media: Social Media Report 2012 (Nielsen. State of the Media: Social Media Report 2012 <http://blog.nielsen.com/nielsenwire/social/2012/>. Accessed 2/15/2013), Facebook is the most visited social networking site in the United States. The Iowa WIC Program created a Facebook page that became live to the public in January 2013. It is hopeful that the Iowa WIC Facebook page will be used as an outreach tool to increase interest in WIC and increase WIC participation. Gathering information about the WIC Facebook page will be important in evaluating the effectiveness of the site.

Lead staff Nikki Davenport, RD, LD and Kimberly Stanek, RD, LD, Brandy Benedict, MBA

Outreach Action Plan 2. Outreach to Head Start and Early Head Start

Objective By April 30, 2014 an outreach plan will be developed for Head Start/Early Head Start (HS/EHS) families based upon data gathered from a survey of HS/EHS parents. The survey will include HS/EHS families from two rural and two urban locations.

Purpose statement Results from IWIN Participation Summary reports from January 2011 through December 2012 show a decrease in participation among children (age 1-5) from a high of 43,974 in January 2011 to a low of 38,895 in December 2012, a decrease of 5,079 children participating in WIC. HS/EHS income eligibility guidelines are lower than those for WIC, making all HS/EHS children eligible. Finding ways to increase the number of HS/EHS children participating in the WIC program will enhance the health and nutrition status of children in both programs.

Lead staff Kimberly Stanek, RD, LD and Nikki Davenport, RD, LD

Nutrition and Health Services Action Plan 1. Physical Activity

Objective By July 31, 2014, a physical activity module will be developed for Iowa WIC agencies to utilize for nutrition education contacts targeting children ages 1 to 5. The focus will be on incorporating physical activity as part of a healthy life style.

Purpose statement The Iowa WIC Program provides ongoing nutrition education to caregivers of children ages 1 to 5. The rise in the prevalence of overweight and obesity in children of this age is one of the most important public health issues in the United States today. One cause is a decrease in physical activity; focusing on physical activity as part of a healthy lifestyle for children will give caregivers the tools to improve the health of their children.

Lead staff Patricia Hildebrand, MS, RD, LD

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Nutrition and Health Services Action Plan 2. Breastfeeding Rates

Objective By September 30, 2013, increase the proportion of Iowa WIC Participants who breastfeed from 63.5% to 66.1% at birth and 17.7% to 18.7% at 6 months.

Data Source: 2012 IWIN Breastfeeding Duration Report. Note: the data source as change with the FY 14 state plan from the Pediatric Nutrition Surveillance System to the Breastfeeding Duration Report since PedNSS data is no longer available.

Purpose statement To increase breastfeeding rates among WIC participants to reach the desired result of all children are healthy.

Lead staff Holly Szcodronski, RD, LD, CBE

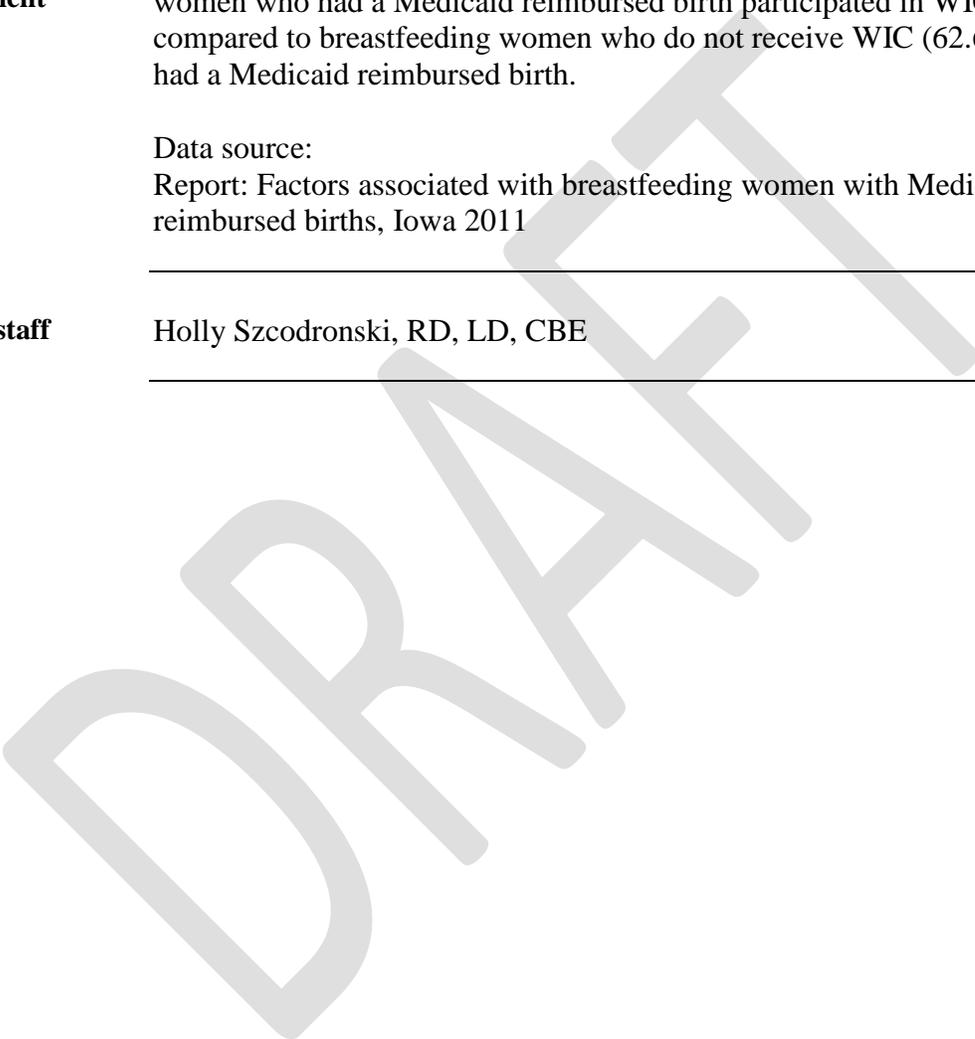
Nutrition and Health Services Action Plan 3. Breastfeeding Outreach

Objective By June 30, 2014 develop a breastfeeding outreach plan.

Purpose statement To develop a plan that addresses reasons behind why fewer breastfeeding women who had a Medicaid reimbursed birth participated in WIC 56.7% compared to breastfeeding women who do not receive WIC (62.6%) and also had a Medicaid reimbursed birth.

Data source:
Report: Factors associated with breastfeeding women with Medicaid reimbursed births, Iowa 2011

Lead staff Holly Szcodronski, RD, LD, CBE



Food Delivery and Data System Action Plan 1. WIC Electronic Benefit Transfer (eWIC) UPC Data Management

Objective By September 30, 2013 all goods and deliverables needed to acquire and maintain UPCs for Iowa WIC approved foods will be received, tested, and documented. The Iowa WIC program will begin collecting and maintaining UPCs in preparation for eWIC.

Purpose statement The Iowa WIC Program plans to move from the paper-based food delivery system to an EBT system. The redemption of benefits in a eWIC environment is dependent upon the state agency's capture and maintenance of all UPCs for WIC approved food items. When UPCs are not supplied by the retailer, the state agency must have equipment and processes for the manual capture of UPCs in the store. This is a labor resource intensive undertaking for the WIC State Agency, and is best accomplished slightly in advance of eWIC implementation.

Lead staff Brandy Benedict, MBA, Don Gourley and Ken Kane

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