NORTH CAROLINA WIC STATE PLAN
SECTION I - Goals & Objectives
Fiscal Year 2024
October 1, 2023 – September 30, 2024

Vendor and Farmer Management

Goal 1: To reduce the potential for vendor fraud and abuse.

Objective 1.1 Conduct compliance investigations of at least 5% of vendors with efforts focused on high risk vendors as defined by Food and Nutrition Services (FNS) criteria.

Objective 1.2 Notify FNS within ten (10) days of a final WIC vendor disqualification; and share WIC vendor ownership data with FNS when requested.

Objective 1.3 Provide training to all currently authorized vendors annually and new vendor applicants, as needed.

Objective 1.4 Conduct routine monitoring visits on at least 33.3% of vendors authorized statewide.

Objective 1.5 To comply with all vendor cost containment guidelines specified by the WIC Federal regulations.

Objective 1.6 Plan/develop e-solution for WIC Farmers Market Nutrition Program.

Nutrition Services

Goal 2: To assure that state and local staff deliver effective nutrition services that improve the health status of all participants

Objective 2.1 Sponsor WIC Conference for State and local WIC agency staff in Fiscal Year 2024.

Objective 2.2 Provide local WIC agencies with evidence-based, evidence-informed, or best practice, nutrition education and breastfeeding promotion materials and tools that support participant behavior change.

Objective 2.3 Require the utilization of nutrition education methods by local WIC agency staff to promote behavior change in WIC participants.

Objective 2.4 Require the utilization of a participant-centered nutrition care plan by local WIC agency staff.

Objective 2.5 Provide local WIC agencies with training on the updated Value Enhanced Nutrition Assessment (VENA) Guidance to support health outcome based approach to WIC nutrition assessments.

Goal 3: To increase the number of women initiating breastfeeding and infants receiving a breastfeeding food package

Objective 3.1 Increase the number of infants issued any breastfeeding food package from 28.6% (FY 2023) to 29.5% (FY 2024). (Data source: WIC Management Information System-Crossroads' participation data).

Objective 3.2 Increase the number of women who initiate breastfeeding from 74.67% (FY 2023) to 75.5% (FY 2024). (Data source WIC Management Information System – Crossroads)

Objective 3.3 Implement the WIC Breastfeeding Peer Counseling (BFPC) programs in the four (4) local WIC agencies without active BFPC programs (Edgecombe, Graham, Nash, and Swain)

Objective 3.4 Ensure all new WIC staff complete Level 1 of the WIC Breastfeeding Curriculum within three months of employment.

Objective 3.5 Provide WIC Breastfeeding Curriculum Level 2 training for peer counselors at least nine times in FY 2024.

Objective 3.6 Complete WIC Breastfeeding Curriculum Levels 2 & 3 training for current Competent Professional Authorities (CPAs) and WIC Designated Breastfeeding Experts (DBEs).

Objective 3.7 Finish training of DBEs in the WIC Breastfeeding Curriculum Level 4 and have each local agency identify a minimum of one (1) DBE per WIC clinic. (Data source: Local Agency WIC Profile)

Objective 3.8 Maintain the Lactation Area Training Centers for Health model to increase collaboration between local WIC agencies and community partners in breastfeeding support activities.

Objective 3.9 Design a proposal for a revised peer counselor dashboard in the WIC Management Information System including reports to track peer counselor caseload and due dates for required and

recommended contacts.

Objective 3.10 Develop and launch an online self-paced training course on pumps available to local agency WIC staff.

Information System

Goal 4: To successfully maintain the Crossroads management information system (MIS) in NC

Objective 4.1 Disseminate tools for local WIC agency staff to support the successful utilization of Crossroads MIS.

Objective 4.2 Provide on-going training and guidance to local WIC agency staff on the functionality and enhancements of the Crossroads MIS.

Objective 4.3 Maintain a customer service desk that will be a single point of contact for end-users needing technical and operational support of Crossroads MIS.

Objective 4.4 Provide technical assistance and resources to local WIC agency IT staff.

Objective 4.5 Ensure State agency staff are cross trained on Crossroads' operations and performance.

Organization and Management

Goal 5: To ensure local WIC agency staffs are qualified and competent managers of WIC services

Objective 5.1 Maintain the WIC Program Policy Manual and disseminate to local WIC agencies.

Objective 5.2 Complete required monitoring of local WIC agencies annually.

Objective 5.3 Maintain the virtual on-demand WIC Basic Training Course for new local WIC agency staff.

Objective 5.4 Provide individualized technical assistance, training, and support to orient new WIC Directors.

Objective 5.5 Provide virtual training on Civil Rights to State and local WIC agency staff annually.

Objective 5.6 Provide Vendor Train-the-Trainer and related materials for local WIC agency staff annually.

Objective 5.7 Establish a Local WIC Director Advisory Council to advise, make recommendations, and provide input for program planning and strategic initiatives.

Objective 5.8 Require designation of a WIC Director, Breastfeeding Coordinator, Breastfeeding Peer Counseling Program Manager (as applicable), Vendor Coordinator, Section 504 Coordinator if 5 or more persons are employed, ADA Coordinator if 50 or more persons are employed, and National Voter Registration Act Point Person, in each local WIC agency. One person may coordinate implementing regulations, directives, and guidance for more than one designation.

Caseload Management

Goal 6: To achieve a caseload at or above 70% of the estimated population-at-risk

Objective 6.1 Maintain prenatal coverage rate at 52% or above of estimated population at risk.

Objective 6.2 Maintain coverage rate for children 1 – 4 years of age at or above 60%.

Objective 6.3 Achieve and maintain statewide and individual local WIC agency participation to enrollment ratio of $\geq$ 87%.

Objective 6.4 Participate in the National WIC Association's Recruitment and Retention Campaign.

Coordination of Services

Goal 7: To promote program coordination and integration between the WIC Program and programs that align with the missions of the WIC Program, the Early Childhood Action Plan, the NCDHHS State Action Plan for Nutrition Security, and NCDHHS 2021-2023 Strategic Plan.

Objective 7.1 Collaborate with Child and Adult Care Food Program through sharing of nutrition education tools and resources.

Objective 7.2 Monitor coordination of participation in WIC, SNAP, and the Medicaid Program annually and over time using five-year trend data.

Objective 7.3 Strengthen the referral system between WIC and Food and Nutrition Services (Supplemental Nutrition Assistance Program), NCCARE360, Early Intervention, Care Management for At-Risk Children (CMARC), Care Management for High-Risk Pregnant Women (CMHRP), and private practitioners:

Objective 7.4 Closeout the USDA Tufts Telehealth Intervention Strategies for WIC (THIS-WIC) grant project with the intention of streamlining services to participants through telehealth.

Monitoring

Goal 8: Assure local WIC agency compliance with Federal and State requirements.

Objective 8.1 Conduct onsite or remote program reviews of forty-three (43) local WIC agencies.

Objective 8.2 Require a Local Agency Self-Assessment (LASA) is completed and submitted by forty-two (42) local WIC agencies.

Objective 8.3 Utilize data from program reviews and LASAs to identify needs for training and technical assistance.