WIC: MID-ATLANTIC REGIONAL BRIEFING

TUESDAY, MARCH 10TH 2015
4 Pillars of WIC Service

Nutrition Education
Breastfeeding Promotion and Support
Referrals to Healthcare and Social Services
Nutritious Food Package
3 Policy Areas

- WIC Food Packages
- Annual Appropriations
- Child Nutrition Reauthorization
2 Main Impacts

1. Improves Health outcomes
2. Decreases Healthcare costs
Average monthly total participation (FY2013)

Total monthly participation for the region: **765,811**
WIC dollars spent in the region (FY2013)

In FY2013 $830,679,035 was spent in the Mid-Atlantic region through WIC.

- Maryland: $107,678,087
- Virginia: $96,464,978
- Puerto Rico: $219,708,367
- Pennsylvania: $194,648,926
- New Jersey: $141,918,185

- West Virginia: $35,886,439
- Delaware: $15,134,162
- District of Columbia: $13,256,065
- Virgin Islands: $5,983,826

In FY2013 $830,679,035 was spent in the Mid-Atlantic region through WIC.
**Breastfeeding rates: Great progress**

<table>
<thead>
<tr>
<th>State</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Jersey</td>
<td>21%</td>
</tr>
<tr>
<td>Maryland</td>
<td>20%</td>
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<tr>
<td>Pennsylvania</td>
<td>20%</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>14%</td>
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<tr>
<td>Puerto Rico</td>
<td>13%</td>
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<tr>
<td>Delaware</td>
<td>11%</td>
</tr>
<tr>
<td>Virginia</td>
<td>8%</td>
</tr>
<tr>
<td>West Virginia</td>
<td>7%</td>
</tr>
<tr>
<td>Virgin Islands</td>
<td>6%</td>
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WEST VIRGINIA
MISSION STATEMENT...WHY WE ARE HERE

To assist eligible women, infants and children to achieve improved nutrition and health status by providing nutrition education, selected supplemental foods, and health referrals in a caring, supportive environment.
Assist eligible Women Infants and Children

Underlying principle: can’t assist someone if they don’t know you exist!
Kiosks
Baltimore Metro Floors
Inside MARC trains
And Buses

Research shows WIC works. WIC, which provides healthy foods, does more than just boost the health of young children and their moms. It’s where brighter futures begin. Research shows that children in the WIC program do better in school. So stick with WIC. We’ve got you covered up to your 5th birthday.
Outreach

Baltimore City
Light Rail and Metro Kiosks
Brochures
Handouts
Posters
Banners
Business Cards
BEST PRACTICE?
2014 Friends and Family Campaign
<table>
<thead>
<tr>
<th>Year</th>
<th>Participants</th>
<th>Sites</th>
<th>Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>1,700</td>
<td>One</td>
<td>5</td>
</tr>
<tr>
<td>2015</td>
<td>5,030</td>
<td>Three</td>
<td>13</td>
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</tbody>
</table>
To assist eligible women, infants and children to achieve improved nutrition and health status by providing nutrition education, selected supplemental foods

Underlying principle: need well trained staff

Maryland WIC Training and Temporary Services Center
Ongoing Training

- Grow & Glow 1&2
- Baby Behavior
- BFPC Training
- Quarterly Participant Focused Education
- Nutrition Care Guidelines
- Train the Trainer
- Diversity Training
- Semi-Annual Nutrition Updates
BEST PRACTICE?
“WIC provides a lot of healthy information about portions and nutrition. Very helpful!”

“I was giving him a little too much fruit juice during the day. I have started giving him more water after coming here.”

“I think that WIC is really helpful, and something I can trust.”

“I look to forward to visiting the WIC office, all my questions are answered all the time.”
To assist eligible women, infants and children to achieve improved nutrition and health status by providing nutrition education, selected supplemental foods and health referrals

Underlying principle: need partners
BEST PRACTICE?
To assist eligible women, infants and children to achieve improved nutrition and health status by providing nutrition education, selected supplemental foods and health referrals in a caring, supportive environment.

Underlying principle: if you care, it shows.

While having our check up, Ms. J gave me words of encouragement. Although she had no idea what I was feeling at the time- those words were an inspiration...

-I was really scared about how I was going to provide for my baby. I was happy to find a nice environment for me to be calm. ..I don’t want to think about what I would do if WIC wasn’t around to assist me and my baby.

They’re really kind and helpful for us”
NEW JERSEY
New Jersey Healthy Corner Store Initiative

Presented by:
Electra A. Moses, MS, RDN
Director, NJ WIC Services
Healthy Corner Store Initiative

Goal:
Increase Access to Healthy Foods in Corner Stores in New Jersey
2013 - CDC grant of $54,400 to NJDOH Community Health and Wellness Unit to prevent and control diabetes, heart disease and obesity (DP13-1305)

- Focus: to promote healthy eating and active living through environmental changes in hospitals, child care centers, schools, communities and worksites
Background

- An innovative partnership between two NJDOH programs and the Food Trust working together to increase access to healthier retail options for low income families in food deserts areas throughout the state.
According to data from the USDA, more than 1.5 million NJ residents live in low-income areas with limited access to healthy foods.

The partnership with the Food Trust and the NJ WIC program provide opportunity for training and support to WIC small retail vendors to help them sell more healthy food items.
In June 2014, NJ WIC instituted a policy change requiring all WIC-authorized stores to stock more fresh fruit and vegetables.

To support the new requirement, particularly for corner stores, the NJ partnership with the Food Trust supported building capacity of vendors to sell healthy foods and comply with the new policy.
Overview Continued

- Timing was right - to take advantage of a WIC policy change & mandatory WIC face to face vendor training taking place every three years

- Building on the mandatory vendor trainings, a new module was added focusing on the business case for the promotion of healthy retail sales, enabling store owners to maintain profits while selling healthier options

- 21 training were held across the state reaching over 900 WIC- authorized vendors
There are approx. 163,049 eligible participants who receive food benefits by means of Food Instruments (commonly known as WIC checks)

- Participants receive Cash Value Vouchers (CVV’s) (commonly referred to as Fruit and Vegetable checks by participants)

- WIC checks and CVV’s are redeemed at NJ WIC Authorized food store establishments
Store locations range from chain corporation type stores to small corner stores within the communities where participants reside.
Small Neighborhood Stores

- Mom and Pop Stores / Corner Stores / Bodegas (These are some of the names for these small food stores in Urban neighborhoods)

- In communities that do not have supermarkets, many families rely on small neighborhood stores to buy food but choices are often limited and provide few healthy options.
Importance of Corner Stores?

- Significant source of food, particularly in food deserts
- Frequent destination for children and families
- Increasing business helps supports local businesses and can assist in revitalizing neighborhoods
Minimum Requirements:

- Include two different types of fresh fruits and fresh vegetables
- Minimum of one whole grain cereal
- Obtain infant formula only from State approved retailers
Participating Stores

- Currently there are 56 stores enrolled in New Jersey
- 36 of those stores are in Camden, NJ
- 20 are spread out through Newark, Trenton and Vineland, NJ
- Expansion: In 2015, the Food Trust expect to enroll 150 stores throughout the State
Healthy Food Retail Trainings through WIC Partnership

- Supplemental training to all WIC certified stores
- Technical assistance on selling healthy food
- Evaluation to identify future technical assistance needs
Training & Technical Assistance Topics

- Choosing Healthy Products for Your Store
- Buying and Handling Fresh Produce
- Overcoming barriers to quality high
- Produce Display
- Incorporating produce throughout the store
- Fresh Produce and Temperature Guide
- Ethylene in Fruits and Vegetable
- Value Added Product Ideas
- Fresh Produce Pricing and Markup
- Pricing and Promotions
- Advertising your Business
- Maximizing Your Space
Building on NJ Corner Store Efforts

- The Food Trust & New Jersey Partnership for Healthy Kids
- Training, marketing materials and mini-grants for stores statewide
Freddie’s Grocery
Camden, NJ

Before

Boxes of produce on the ground

After

Organized refrigerator and shelving
Opportunity to Replicate

- WIC exists in all states including Guam and Puerto Rico. Food Trust has programming along with local partners in 35 states.
- Establish a collaboration with the Food Trust or similar organization to provide joint training to WIC-authorized vendors.
- Federal regulations mandate WIC Vendor Units to provide interactive (face-to-face) training – provide information at initial training or follow-up trainings.
- WIC Policy Change regarding minimum stock requirements for fresh fruits and vegetables.
- Measureable results due to mandated monitoring.
Next Steps

- Secure $1 million in public funding to expand and evaluate the NJ Healthy Corner Store initiative
- Campaign staff have been meeting with key State legislators as well as the Governor’s staff and have received positive feedback
- Other steps include a media advocacy and social media plan, meeting and collecting testimonies from the small store owners and community residents
- Coordinate with other healthy food retail efforts across the state
For More Information

For more information on the NJDOH Healthy Corner Store Initiative, please contact the NJ WIC Food Delivery Unit at (609) 292-9560
Questions?
PUERTO RICO
“The PR WIC Program is an Equal Opportunities Provider”
Dana Miró Medina

PUERTO RICO WIC

Program Director
**PR WIC EMPLOYEES TOTAL: 675**

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>EMPLOYEES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central</td>
<td>78</td>
</tr>
<tr>
<td>Region</td>
<td>36</td>
</tr>
<tr>
<td>Clinics</td>
<td>561</td>
</tr>
</tbody>
</table>
PR WIC PROGRAM CLINICS

94 CLINICS

196 NUTRICIONISTS

99 COMPETENT PROFESSIONAL AUTHORITIES

255 Office Clerks
PR WIC PARTICIPATION
FY2013

- Pregnant, 18,568
- Breastfeeding Women, 7,441
- Postpartum, 10,588
- Infant 29,952
- Children, 114,105
Assigned Budget by Fiscal Year

**FY’ 13**
- NSA: $43,289,423
- FOOD: $203,465,297

**FY’14**
- NSA: $40,841,833
- FOOD: $203,465,297
PR WIC Program Enrollment by Poverty Levels

- 0 Income: 35%
- 1-85 Income: 44%
- 86-185 Income: 21%

Ref.: Client Income as % of Poverty and Source Report Island wide – Total Participant September 2013
ACCOMPLISHMENT: BREASTFEEDING RATE

• Significant improvement in breastfeeding rates as compared from 29.0 percent in 2005 to 42.70 in 2012.

• Current breastfeeding rate reached 45.11%.

• Hiring of 7 Breastfeeding Peer Counselors in 2005 was raised to 85 in current program staff pattern.

• Breastfeeding Peer Counselor has been implemented in three hospitals: University Hospital, Ashford Presbyterian Hospital and Pavia Hospital.
ACCOMPLISHMENT: QUALITY SERVICES

• Establishment of a WIC pre-natal care clinic in the Department of Health Adult University Hospital.
  – The program established an external high risk pregnant woman care clinic that receives participants from island wide.
  – Breastfeeding Peer Counselor services are offered.
ACCOMPLISHMENT: Enrollment Promotion

- The program established an Enrollment Promotion Committee with participation of two nutritionists from each Regional Office to identify strategies toward rising program enrollment levels.
- The Program updated its collaborative agreement to promote WIC enrollment in Head Start program sites, including centers visits to certify qualifying participants on site.
- The Program promoted enrollment opportunities through interaction with Discharge Coordinators at hospitals.
- The Program established a one-year certification period.
ACCOMPLISHMENT: STAFF SUPPORT

• We identified the need to support staff island wide through training intended to motivate them, give them strategies to enhance daily interactions and ensure quality services.

• We celebrated the “Puerto Rico WIC Breastfeeding and Nutrition Annual Conference” in Fiscal Years 2013 and 2014, impacting all Regional and Clinic staff as well as programmatic/administrative staff from the State level.
ACCOMPLISHMENT: INFRASTRUCTURE

• A total of $1,222,500.00 discretional funds were used to improve 19 WIC clinic spaces, resulting in higher quality services.

• A reduction in rent space is projected for the next fiscal year, based on a negotiation to reduce 15% in rental agreements and in highly rated contracts.

• PR WIC is updating the rental agreements in an ongoing manner.
PR WIC PROJECTIONS

**Food Selection**

**ECONOMIES IN RENT AND CLINICS OPERATING IN HALFTIME**

**SPECIALIZED CLINIC AT PEDIATRIC HOSPITAL**

**MEDICAID AGREEMENTS INFORMATION EXCHANGE/PARTICIPANT REFERRALS**

**EXEMPT FORMULAS THROUGH AUTHORIZED PHARMACIES**

**HEAD START COLLABORATIVE AGREEMENT**

Participant Certifications

**MASS MEDIA PROMOTION**
CURRENT PROJECT: Monitoring System Improvement

• The Program revised its policies and procedures to establish an ongoing monitoring system, to guarantee compliance with program regulations and to ensure provision of high quality services.

• Comprehensive approach through the use of a user-friendly new monitoring tool, focusing on all required monitoring areas established in WIC Program Performance Standards.

• Projects development of a supplemental Supervision Tool to facilitate individual staff supervision and support human resources development.
2015 MARCH NUTRITION MONTH POSTER
¿Any questions?
Believe good things are going to happen.

lessonslearnedinlife.com
Thank you!