• **Past:** Where have we been?

• **Present:** Where are we now?

• **Future:** Where can we go?
Past

Where have we been?
The Go-to-WIC Initiative

• **Objective:**
  • Determine how we leverage WIC staff, space, and expertise infrastructure to offer nutrition and breastfeeding services to all, regardless of income qualification for WIC

• **What We Did:**
  • Board-Appointed Task Force
  • Consumer and Physician Survey
  • Client Experience Design Strategy
**Objective:**
- Determine if the general idea of the go-to-WIC initiative something that makes sense for WIC agencies to do and why

**What We Learned:**
- Could provide a business opportunity
- Could help reduce WIC stigma
- State and local partnerships are key to setting up funding mechanisms to serve all
- There are some existing examples of progress
- NWA and WIC agencies should continue to investigate and develop the idea
Objective:
- What is the consumer demand for the Go-to-WIC idea? What is the current physician perception of WIC?

What We Learned:
- Families want services
- Even non-WIC families
- Physicians could know more about WIC
- Physicians are willing to refer more patients to WIC (WIC and non-WIC)
**Objective:**
- Determine how to improve the WIC client experience to make WIC more appealing to all, and in the process help improve recruitment and retention

**What We Learned:**
- Design research methods can help us think about WIC in new ways
- There are many opportunity-areas for improvement
- We can learn from analogous programs, organizations, and companies
The Community Partnerships for Healthy Mothers and Children Project (CPHMC)

• **Goal:**
  - Gain insights on how to best leverage existing WIC expertise and positioning in communities to create policy, systems, and environmental changes beyond the clinic walls

• **What We Did:**
  - Funded and provided training and technical assistance to 31 communities in 18 states to...
    - Build or enhance a community coalition
    - Perform a community needs assessment
    - Develop a community action plan
    - Implement the community action plan of community-driven interventions
Objective:
- Improve access to healthy food and beverage options

What We Learned:
- We are greater with WIC...
  - Healthy corner stores and promotions projects
  - Healthy restaurant projects
  - Farmers’ market projects
  - Community garden projects
  - Community breastfeeding projects
Objective:
- Improve access to chronic disease prevention and management services

What We Learned:
- We are greater with WIC...
  - Strengthened referral systems
  - Physician and partner trainings on WIC
  - Partner trainings on breastfeeding support basics
Present

Where are we now?
The Political Climate

- ACA Threatened
- WIC Threatened
- Uncertainty
The WIC Climate

- **Low caseloads** and challenges with retention
- **National campaign** to improve recruitment, retention, and WIC image
- **State and local innovations** to improve recruitment, retention, WIC image, partnerships, and community resources
Many Current Assets

- Go-to-WIC Task Force Conference Presentation
- Consumer and Physician Survey
- WIC Client Experience Design Strategy Conference Presentation and Journey Map
- CPHMC successes, lessons learned, and evaluation materials (www.greaterwithwic.org)
- National WIC Campaign (more to come from Hannah)
- Center on Budget and Policy Priorities Recommendations (more to come from Zoe)
Future

Where can we go?
Use Current Assets to Make Future Changes

- **Improving WIC Experiences** throughout the client journey
- **Enhancing WIC image, presence, and credibility** by:
  - Strengthening local and state strategic partnerships
  - Continuing to increase WIC involvement and leadership in community projects beyond WIC walls
  - Implementing the national campaign

**Stay tuned for more CPHMC assets**
Continue the Go-to-WIC Initiative Idea: Integrating WIC into the Health Care System

- **Strengthening referral systems** between WIC and health care
- Increasing **satellite** WIC opportunities
- **Leveraging the WIC workforce** to share between WIC and other community and clinical needs
- **Leveraging WIC physical sites** to offer nutrition and breastfeeding services to more people through braided funding streams
- **Integrating WIC into telemedicine** systems development
Thoughts and Questions