FFY2020 SOUTH DAKOTA WIC STATE PLAN
SECTION 1: GOALS & OBJECTIVES

South Dakota WIC Top Programmatic Priorities

- Create Financial Stability in the SD WIC Program
- Increase Efficiency and Effective Service Delivery at the Local Agency Level
- Align Participant Needs with Our Service Delivery to Increase participation and retention

Department of Health Strategic Priorities

Goal 1: Improve the quality, accessibility, and effective use of health care
Goal 2: Support life-long health for all South Dakotans
Goal 3: Prepare for, respond to, and prevent public health threats
Goal 4: Develop and strengthen strategic partnerships to improve public health
Goal 5: Maximize the effectiveness and strengthen infrastructure of the Department of Health
I. Vendor Management

Goal 1: Develop and implement a vendor liaison program

Objective 1: Execute vendor liaison pilot project in Region 3 (northcentral South Dakota) June – September.

Objective 2: Create policy and procedures and training documents and provide access to WIC Direct and SDWIC-IT’s Food and Vendor modules.

Objective 3: Develop a monthly review process of resolved shopping issues.

Objective 4: Evaluate vendor liaison pilot and determine changes needed and best practices before launching statewide.

WIC Priority: Increase efficiency and effective service delivery at the local agency and clinic level
DOH Priority: Maximize the effectiveness and strengthen the infrastructure of the DOH

Goal 2: Update peer grouping system in SDWIC-IT

Objective 1: Determine and collect data points needed to evaluate South Dakota’s peer groups.

Objective 2: Evaluate data collected to determine new criteria for peer groups.

Objective 3: Modify MIS to reflect updated peer group criteria.

WIC Priority: Increase efficiency and effective service delivery at the local agency and clinic level
DOH Priority: Maximize the effectiveness and strengthen the infrastructure of the DOH

II. Nutrition Services & Training and Breastfeeding

Goal 1: Modify and enhance current nutrition education resources to meet the needs of all participants

Objective 1: Increase the number of education resources that are specifically tailored to clients experiencing homelessness and poverty and who come from Native American and migrant communities

Objective 2: Complete nutrition education online resources project, which will make current nutrition education resources electronically available via the SD WIC website

WIC Priority: Align participants needs with our current service delivery to increase participation and retention
DOH Priority: Support life-long health for all South Dakotans

Goal 2: Ensure acceptable food offerings meet participant needs while still maintaining the nutritional integrity of the WIC program

Objective 1: Build report that includes: food redemption amounts and rates of current SD acceptable foods; redemption amounts and rates of acceptable foods for SD ITOs and 4 neighboring states to understand what food offerings look like in other places and to best understand what foods could increase redemption amount in South Dakota
Objective 2: Add new food items that may increase child participation in the WIC program, including convenience foods such as individual yogurts, go-gurts, etc.

Objective 3: Create a standard homeless food package to meet this population’s unique needs

WIC Priority: Align Participant Needs with Our Service Delivery to Increase participation and retention
DOH Priority: Support life-long health for all South Dakotans

Goal 3: Increase the quality and effectiveness of staff trainings

Objective 1: Develop and/or update training materials for: New Staff Orientation, Breastfeeding, New Staff Follow up, and SDWIC-IT

Objective 2: Implement TRAIN technology to centralize and organize training modules and resources and utilize Zoom video conferencing system to deliver remote training options

Objective 3: Develop Management Evaluation (ME) training tool to increase the effectiveness of ME process

WIC Priority: Increase efficiency and effective service delivery at the local agency level
DOH Priority: Maximize the effectiveness and strengthen the infrastructure of the DOH

Goal 4: Promote and support breastfeeding in any form for all mothers Increase breastfeeding duration rates.

Objective 1: Utilize new USDA breastfeeding training platform to provide tiered training to increase staff expertise in breastfeeding promotion and support

Objective 2: Increase breastfeeding 3 month duration rates from 32.4% to 40.4%

Objective 3: Increase the number of pregnant and breastfeeding women participating in the Breast Feeding Peer Counseling Program from 31.5% to 39.5%

WIC Priority: Increase Efficient and Effective Service Delivery at the Local Agency Level
DOH Priority: Support life-long health for all South Dakotans

III. Technology Infrastructure & MIS

Goal 1: Simplify Food Package Development at the MIS Level

Objective 1: Revise the SDWIC-IT Food Module by reducing the number of fields/screens needed to enter a new or edit an existing food item.

Objective 2: Create more easily editable food packages within SDWIC-IT to update existing and create new food packages as needed to meet the needs of participants

Objective 3: Add the ability to edit package size, the description of foods and other items within the food package build screens within SDWIC-IT

WIC Priority: Increase Efficient and Effective Service Delivery to at the LA Level.
DOH Priority: Maximize the effectiveness and strengthen infrastructure of the Department of Health
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Goal 2: Enhance partnerships through technology enhancements to support participation and program integrity

Objective 1: Automate participant adjunct eligibility with the SD Department of Social Services Medicaid Program by developing a new interface in SDWIC-IT

Objective 2: Automate Dual Enrollment investigative process with surrounding states and ITOs by developing a new interface in SDWIC-IT

WIC Priority: Increase Efficient and Effective Service Delivery to at the LA Level.
DOH Priority: Maximize the effectiveness and strengthen infrastructure of the Department of Health

Goal 3: Enhance current MIS Training to support staff and participant success

Objective 1: Develop SDWIC-IT training manual tailored to regional manager role

Objective 2: Increase internet connectivity in clinics to allow increased opportunities for staff training

WIC Priority: Increase Efficient and Effective Service Delivery at the LA Level.
DOH Priority: Maximize the effectiveness and strengthen infrastructure of the Department of Health

Goal 4: Increase the quality of program integrity monitoring in SDWIC-IT

Objective 1: Evaluate current complaint documentation process and create report and recommendations to increase its efficiency and usefulness

Objective 2: Develop reporting measures and processes to support program integrity efforts

WIC Priority: Increase Efficient and Effective Service Delivery at the LA Level.
DOH Priority: Maximize the effectiveness and strengthen infrastructure of the Department of Health

IV. NSA Expenditures & Other Federal Funding

Goal 1: Align NSA budget with current participation levels

Objective 1: Partner with business consultant to create multi-year, actionable plan to achieve financial sustainability for the SD WIC Program

WIC Priority: Create Financial Stability in the SD WIC Program
DOH Priority: Maximize the effectiveness and strengthen infrastructure of the Department of Health

Goal 2: Prioritize technology and accessibility enhancement funding to support participation and retention

Objective 1: Submit 2020 Infrastructure requests that focus on technology enhancements at the clinic level to increase connectivity and accessibility

Objective 2: Submit 2020 OA request to support technology enhancements at the clinic level to increase connectivity and accessibility

WIC Priority: Create Financial Stability in the SD WIC Program
DOH Priority: Maximize the effectiveness and strengthen infrastructure of the Department of Health

Goal 3: Enhance monitoring efforts of NSA expenditures


Objective 1: Create NSA budget that better aligns past WIC budget line items with DOH accounting codes for easier comparison

Objective 2: Create expense report to compare budget to expenses throughout the year

Objective 3: Establish communication plan with OCFS staff and leadership to share budget updates and red flags

WIC Priority: Create Financial Stability in the SD WIC Program
DOH Priority: Maximize the effectiveness and strengthen infrastructure of the Department of Health

V. Caseload Management

Goal 1: Provide WIC services to South Dakota residents who are in need

Objective 1: Serve approximately 14,800 participants a month

Objective 2: Retain 85% of enrolled participants

WIC Priority: Align participant needs with our service delivery to increase participation and retention
DOH Priority: Support life-long health for all South Dakotans

Goal 2: Increase accessibility of services to potential eligible participants

Objective 1: Create online enrollment forms on Facebook and state website with access to SDWIC-IT pre-certification screens and processes.

Objective 2: Develop plan to increase mobility of certification process, including mobile certification units and additional locations for certification process, including grocery stores and Head Start locations

Objective 3: Develop plan to increase the internet connectivity at rural clinics and local agencies

WIC Priority: Align participant needs with our service delivery to increase participation and retention
DOH Priority: Improve the quality, accessibility and effective use of health care

Goal 3: Increase quality of participant experience with the WIC program to increase participation and retention

Objective 1: Develop reports to build an understanding of participant decrease in South Dakota

Objective 2: Develop and execute plan to improve the participant survey process to increase participant input and to utilize survey data to make improvements to WIC services

WIC Priority: Align participant needs with our service delivery to increase participation and retention
DOH Priority: Improve the quality, accessibility and effective use of health care

Goal 4: Build mutually beneficial partnerships with state SNAP, SNAP-Ed, Medicaid and Head Start programs to better serve high need populations in South Dakota

Objective 1: Finalize and Execute MOU with SNAP-Ed program

Objective 2: Establish and track partnership plans including communication, goals and timeline for each partnership and collaborative initiative

Objective 3: Execute co-marketing plan with SNAP to increase food redemption and referrals/outreach

WIC Priority: Align participant needs with our service delivery to increase participation and retention
DOH Priority: Develop and strengthen strategic partnerships to improve public health