FFY2021 SOUTH DAKOTA WIC STATE PLAN
SECTION 1: GOALS & OBJECTIVES

FFY2021

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: Update peer grouping system in SDWIC-IT (Continued from 2020)

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.

Goal 2: Implement Data Direct Tier II reports to understand participant risk factors and food redemption shopping trends

Objective 1: Finalize data reports for team use

Objective 2: Create process to monitor monthly data imports from SDWIC-IT into Data Direct.

Objective 3: Identify and share reports that will be useful for team members’ daily work or projects.

WIC Priority: Align Participant Needs with Our Service Delivery to Increase Participation and Retention.

DOH Priority: Maximize the effectiveness and strengthen the infrastructure of the DOH.

Goal 3: Revise SDWIC-IT to manage new TIP design and guidance

Objective 1: Implement TIP changes in SDWIC-IT.

Objective 2: Test and confirm TIP changes are working properly.

Objective 3: Generate, review, and submit the Federal Fiscal Year 2021 TIP report by February 1st deadline.

WIC Priority: Increase efficiency and effective service delivery at the local agency and clinic level.

DOH Priority: Maximize the effectiveness and strengthen infrastructure of the Department of Health.

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

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 to improve the clinic intake process while providing good customer service

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 video conferencing to deliver remote training options

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

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 duration rates of ever breastfed at 3 months from 46.8% to 50% through community specific strategies outlined in each clinic’s NEMP (Nutrition Education & Marketing Plan)

Objective 3: Increase participation in the Breast Feeding Peer Counselor Program from 32% to 35% through additional WIC staff training and increased referrals of non-English speaking participants.

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: 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 2: 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

Goal 2: Enhance partnerships through technology enhancements to support participation and program integrity

Objective 1: 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

IV. NSA Expenditures & Other Federal Funding

Goal 1: Align NSA budget with current participation levels

Objective 1: Partner with HMA 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

V. Caseload Management

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

Objective 1: Serve approximately 14,200 participants a month

Objective 2: Retain 85% of enrolled participants

Objective 3: Develop reports to build an understanding of participant decrease in South Dakota

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 WIC website with access to SDWIC-IT pre-certification screens and processes. Partially complete 2020

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

Objective 3: Begin development of client portal to increase participant access to case file information, benefits, and nutrition information

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: Build mutually beneficial state and community partnerships to better serve high need populations in South Dakota

Objective 1: Gather and utilize input from WIC families to improve the operation of the SD WIC Program

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

Goal 4: Increase the quality of participant experience with the WIC Program to increase participation and retention

Objective 1: Develop and implement policies and procedures to promote quality improvement within the WIC program to improve the delivery and quality of nutrition services.

Objective 2: Develop and implement policies and procedures to promote quality assessment within the WIC program to improve the delivery and quality of nutrition services.

Objective 3: Utilize participant and staff surveys to gather information about participation experience at clinics

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

VI. Organization & Management

Goal 1: Align WIC service delivery with current funding levels.

Objective 1: Implement recommendations from Health Management Partners (HMA) South Dakota Community Health Service Delivery Assessment

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 2: Utilize key data sources to support NEMP efforts

**Objective 1:** Partner with OFCS epidemiologist to build reports for PNSS and PedNSS databases

**Objective 2:** Develop and execute plan to present key data sources to clinic staff, including PRAMS, Census data, participation trends and reports, and PNSS and PedNSS reports.

**Objective 3:** Build a report manual for 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