

FFY2022 SOUTH DAKOTA WIC STATE PLAN
SECTION 1: GOALS & OBJECTIVES

FFY2022

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: Enhance the accessibility, quality and effective use of health resources

Goal 2: Provide services to improve public health

Goal 3: Plan, prepare and respond to public health threats

Goal 4: Maximize partnerships to address underlying factors that determine overall health

Goal 5: Maximize the effectiveness and strengthen infrastructure of the Department of Health

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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: Implement and manage new Food Delivery Portal (FDP) report

Objective 1: Implement FDP design in SDWIC-IT per FNS guidance, to including testing and finalizing report

Objective 2: Generate, review, and submit the Federal Fiscal Year 2022 FDP 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.

Goal 4: Increase availability of WIC foods in rural and high-need communities by offering online ordering shopping options

Objective 1: Establish key partners to offer online services, including grocery store(s), FIS and CDP.

Objective 2: Apply for the Gretchen Swanson Center for Nutrition (GSCN) Online Ordering sub-grant by August 27, 2021.

Objective 3: If awarded, implement online shopping and ordering October 2021 – May 2023.

WIC Priority: Align Participant Needs with Our Service Delivery to Increase participation and retention

DOH Priority: Maximize partnerships to address underlying factors that determine overall health

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Goal 5: Enhance vendor experience and ability to better support WIC shopping by offering new tools and technology

Objective 1: Design and implement an online vendor portal to easily submit UPCs and shopping issues, to access training materials and reports, and receive updates and communications from the vendor team.

Objective 2: Create a WIC mobile app for vendors to access current Authorized Product List (APL) to solve shopping issues in real time and to submit UPCs for review

WIC Priority: Align Participant Needs with Our Service Delivery to Increase participation and retention

DOH Priority: Maximize partnerships to address underlying factors that determine overall health

II. Nutrition Services & Training and Breastfeeding

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

Objective 1: Increase the number of education resources that are specifically tailored to Native American clients

Objective 2: Enhance policy and procedure to make them family friendly and assist staff to meet the needs of clients experiencing homelessness and poverty and who come from migrant communities

Objective 3: Update website to improve user navigation, implement 508 compliance and accessibility best practices, revise content to not exceed a 6th grade reading level and ensure translation of educational documents in WIC Library

Objective 4: Provide updated VENA training and guidance with use of new USDA materials.

WIC Priority: Align participants needs with our current service delivery to increase participation and retention

DOH Priority: Provide services to improve public health

Goal 2: Build an understanding of how food availability (including different food types, sizes, brands, etc.) and food redemption rates impact vendors and retention/participation.

Objective 1: Analyze Data Direct Tier II reports, PedNSS reports and other relevant data sources

Objective 2: Implement food package updates that may increase child participation in the WIC program, including items such as smaller and larger sizes and more options in all food groups that are brand specific, and track the effects of these changes on retention/participation.

WIC Priority: Align Participant Needs with Our Service Delivery to Increase participation and retention

DOH Priority: Provide services to improve public health

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Goal 3: Increase the quality and effectiveness of staff trainings

Objective 1: Develop and/or update training materials for: New Staff Orientation, Mentorship, 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: Decrease obesity in WIC children.

Objective 1: Reduce the percentage of WIC participants aged 2 through 4 with obesity from 16.9% in 2020 to 14.0% by 2025. (SD WIC-IT)

Objective 2: Complete social media campaign to share recommendations with WIC families and daycare providers including information on breastfeeding, safe sleep, nutrition & physical activity.

WIC Priority: Increase Efficient and Effective Service Delivery at the Local Agency Level

DOH Priority: Provide services to improve public health

Goal 5: 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 29.4% (PedNSS 2020 Data) to 31.2%.

Objective 3: Increase participation in the Breastfeeding Peer Counselor Program from 46% to 50%.

WIC Priority: Increase Efficient and Effective Service Delivery at the Local Agency Level

DOH Priority: Provide services to improve public health

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 by reducing the number of screens within the Food Module to update existing and create new food packages as needed to meet the needs of participants

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 Dual Enrollment investigative process with surrounding states and Indian Tribal Organizations (ITOs) by developing a new interface in SDWIC-IT

Objective 2: Develop a space on the WIC website to ensure marketing materials are available to download and print for WIC partners including vendors, healthcare providers and other state agencies.

Objective 3: Implement virtual services to increase the accessibility of WIC services outside of the traditional clinic space

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 public health management teams

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: Enhance the current MyWIC Client Portal to increase customer service in clinics and decrease appointment times.

Objective 1: Develop and implement document upload capability to the client portal to remotely upload required documentation and automatically add this information to the client case file in SD WIC-IT

Objective 2: Develop an interface that allows participants to answer a portion of the WIC assessment questions before their appointment

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: Implement OCFS assessment recommendations base on new OCFS Theory of Change and Mission Statement

WIC Priority: Create Financial Stability in the SD WIC Program

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

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V. Caseload Management

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

Objective 1: Serve approximately 14,700 participants a month

Objective 2: Retain 85% of enrolled children participants

Objective 3: Promote services through a social media recruitment & retention campaign and radio advertisement targeted at American Indian Reservations and counties with high vulnerability and low WIC participation rates.

WIC Priority: Align participant needs with our service delivery to increase participation and retention

DOH Priority: Provide services to improve public health

Goal 2: Increase accessibility of services to eligible applicants and participants

Objective 1: Support increased mobility of certification process, including mobile certification units, virtual services, and additional locations for certification process to meet the participants where they are at

Objective 2: Implement a Live Chat feature on the WIC website to address questions in real time, point site visitors to the information they're seeking, and build trust in the services offered by the site.

Objective 3: Upgrade internet connectivity at key clinics to support virtual services, training and information gathering.

WIC Priority: Align participant needs with our service delivery to increase participation and retention

DOH Priority: Enhance the accessibility, quality and effective use of health resources

Goal 3: Build mutually beneficial state and community partnerships to better serve high need populations in South Dakota

Objective 1: Develop a process to gather and utilize input from WIC families to improve the operation of the SD WIC Program, including annual participant survey and real-time surveys post-appointment

Objective 2: Provide an outreach toolkit for clinic staff to perform community outreach and relationship building

Objective 3: Pilot the use of HP surfaces to: gather information via real time participant surveys; offer real-time translation services; administer pre-assessment questions via client portal; offer online nutrition education services

WIC Priority: Align participant needs with our service delivery to increase participation and retention

DOH Priority: Maximize partnerships to address underlying factors that determine overall health

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Goal 4: Increase understanding, utilization, and availability of data for clinic staff to manage caseload

Objective 1: Create process of data sharing with staff and OCFS management through dashboards and reports

Objective 2: Share data amongst stakeholders to reach eligible applicants not utilizing WIC

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

VI. Organization & Management

Goal 1: Utilize key data sources to support program efforts and decision making

Objective 1: Build annual PNSS and PedNSS report to utilize the data

Objective 2: Identify key needs of WIC participants and South Dakota residents to inform services and meet participants where they're at

Objective 3: Review and evaluate reports and 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

Goal 2: Strengthen Management Evaluation to include Program Compliance Reviews, Quality Assurance and Continuous Quality Improvement.

Objective 1: Convene a committee of local, regional and state staff.

Objective 2: Create a plan based on the restructuring of OCFS to 4 Regions (West, Central, Northeast and Southeast) to conduct Program Compliance within OCFS Community Health Clinics that implement the WIC Program.

Objective 3: Implement plan in 2022 calendar year.

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

VII. Certification Eligibility and Coordination of Services

Goal 1: Build collaboration within OCFS to increase and improve services for all South Dakotans.

Objective 1: Utilize OCFS Implementation Teams (Data, Quality Improvement, Billing & Finance, Communications, Community Engagement) to coordinate services and outreach efforts between programs.

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