2020 Goals + Objectives

Guiding Principles

DOH Vision
+ Every South Dakotan Healthy and Strong

DOH Mission
+ Working together to promote, protect, and improve health

DOH Guiding Principles
+ Serve with integrity, respect, and compassion
+ Focus on evidence-based prevention and outcomes
+ Support data-driven innovation
+ Achieve health equity in all communities
+ Demonstrate proactive leadership and strengthen partnerships
+ Exhibit transparency and accountability
Everyone deserves the opportunity to eat right, eat healthy, and feed their families nutritious meals. The South Dakota WIC (Women, Infants and Children) Program is a nutrition program funded by the U.S. Department of Agriculture and administered by the South Dakota Department of Health. WIC promotes bettering the health and well being of low-income women, infants and young children. The program provides information on nutritious choices which build positive eating habits to stay healthy. WIC supports South Dakotans in need by providing food benefits to participants for use in grocery stores authorized throughout South Dakota.

PRIORITIES

Programmatic Priorities
+ Create and Evaluate Models to Increase/Improve Financial Stability in the SD WIC Program
+ Increase Efficient 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: Strengthen and support a qualified workforce
Department of Health Goal 1

ENHANCE THE ACCESSIBILITY, QUALITY, AND EFFECTIVE USE OF HEALTH RESOURCES

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

GOAL: Increase accessibility of services to potential eligible participants

Objective 1
Create online enrollment forms on Facebook and State WIC website

Objective 2
Develop plan to increase mobility of the certification process, including grocery stores and Headstart locations

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

WIC PRIORITY: Increase efficient and effective service delivery at local agency and clinic level.

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

Objective 1
Determine data available that may be utilized to increase participation in the WIC program

Objective 2
Develop and execute plan to improve the participant survey process to increase participant input and utilize survey data to make improvements to WIC services
WIC PRIORITY: Align participant needs with our service delivery to increase participation and retention

GOAL: 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

GOAL: 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 rate of acceptable foods for SD WIC Indian Tribal Organizations (ITO) and four neighboring States to understand what food offerings look like in other States and to best understand what foods may help to increase redemption amounts 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 and string cheese

Objective 3
Create a standard homeless food package to meet this population’s unique needs
GOAL: 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 the number of pregnant and breastfeeding women participating in the Breastfeeding Peer Counseling Program

GOAL: Increase the number of participants potentially eligible for WIC services

Objective 1
Serve approximately 14,800 participants a month
WIC PRIORITY: Align participant needs with our service delivery to increase participation and retention

GOAL: Build mutually beneficial partnerships with state SNAP, SNAP-Ed, Medicaid and Headstart programs to better serve high need populations in South Dakota

Objective 1
Finalize and Execute Memorandum of Understanding 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
Department of Health Goal 5

STRENGTHEN AND SUPPORT A QUALIFIED WORKFORCE

WIC PRIORITY: Increase efficient and effective service delivery at local agency and clinic level

GOAL: Develop and implement a vendor liaison program

Objective 1
Evaluate vendor liaison pilot and determine changes needed and best practices

Objective 2
Create policy and procedures and training documents and provide access to WIC Direct (data management system for eWIC transactions and participation) and SDWIC-IT’s Food and Vendor Modules

Objective 3
Expand the vendor liaison pilot project in Region 2 (north central South Dakota) statewide with full implementation by September 30, 2020

GOAL: Update vendor management cost containment requirements

Objective 1
Determine and collect data points needed to evaluate South Dakota’s cost containment requirement for management of vendors

Objective 2
Evaluate data collected to determine new criteria for program integrity
GOAL: 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 (Case management system)

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 electronic Management Evaluation (ME) training tool to increase the effectiveness of ME process

GOAL: Simplify food package development within SDWIC-IT

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
GOAL: 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 electronic interface with SDWIC-IT

Objective 2
Automate dual enrollment investigative process with surrounding states and WIC Indian Tribal Organization’s by developing a new electronic interface with the SDWIC-IT system

GOAL: Enhance current SDWIC-IT system to support staff and participant access

Objective 1
Develop SDWIC-IT training manual for regional manager role

Objective 2
Increase internet connectivity in clinics

GOAL: Increase the quality of program integrity monitoring

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:** Create financial stability in the SD WIC Program

**GOAL:** 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 Operational Adjustment request to support technology enhancements at the clinic level and increase connectivity and accessibility

**GOAL:** Enhance monitoring efforts of Nutrition Services and Administration (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 year

**Objective 3**
Establish communication plan with OCFS staff and leadership to share budget updates